

NOVEMBER, 1913

ELECTRICAL-MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY. Publication Office. Brattleboro, Vermont

New York Office, 17 Madison Avenue

Distinctive FEDERAL Sign - erected in Portland, Oregon



Distinction accompanies FEDERAL Quality

Federal Sign System (Electric)

New York

229-231 West 42d St.

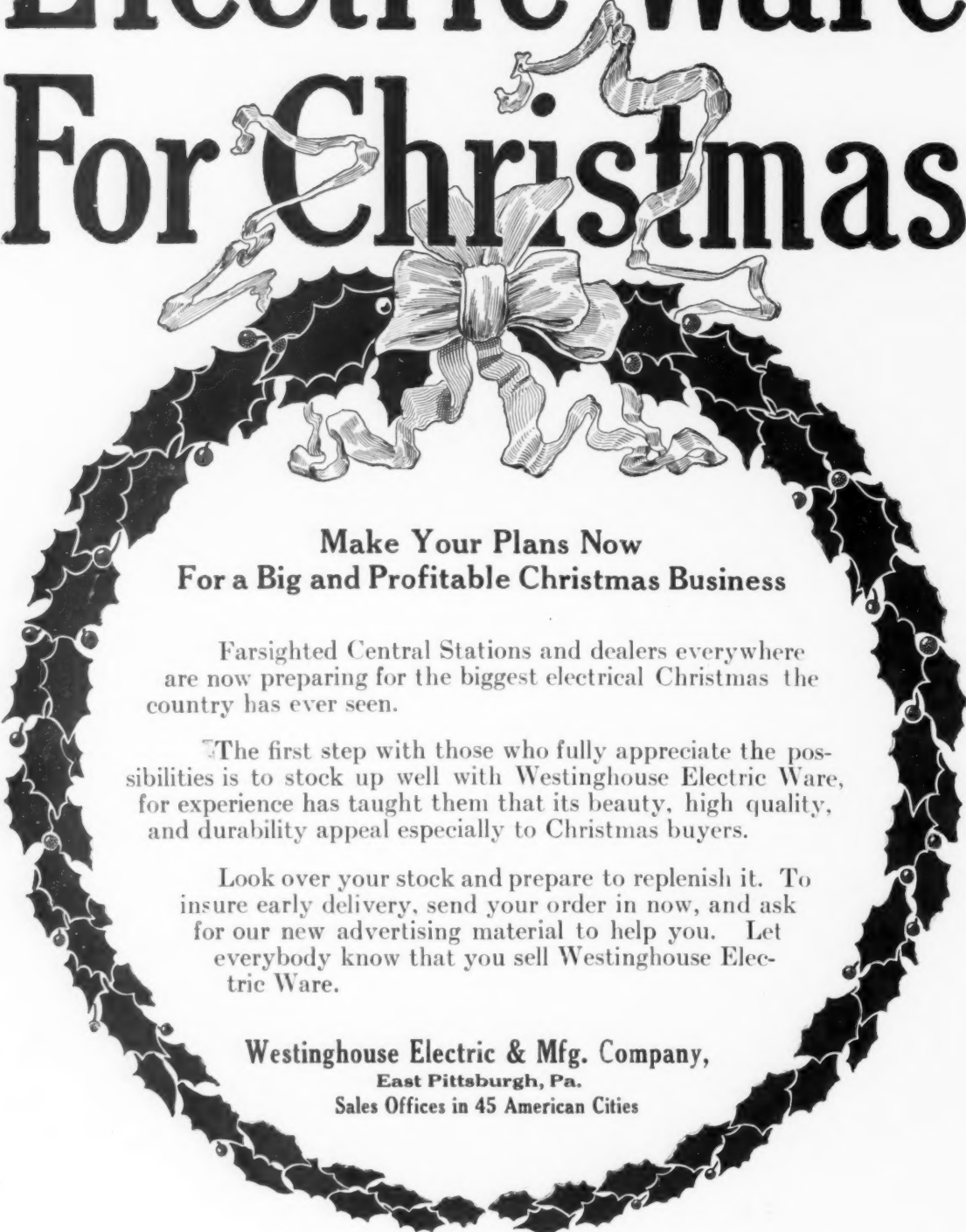
Chicago

Lake & Desplaines Sts.

San Francisco

267-269 Eighth St.

Westinghouse Electric Ware For Christmas



**Make Your Plans Now
For a Big and Profitable Christmas Business**

Farsighted Central Stations and dealers everywhere are now preparing for the biggest electrical Christmas the country has ever seen.

The first step with those who fully appreciate the possibilities is to stock up well with Westinghouse Electric Ware, for experience has taught them that its beauty, high quality, and durability appeal especially to Christmas buyers.

Look over your stock and prepare to replenish it. To insure early delivery, send your order in now, and ask for our new advertising material to help you. Let everybody know that you sell Westinghouse Electric Ware.

Westinghouse Electric & Mfg. Company,
East Pittsburgh, Pa.
Sales Offices in 45 American Cities

ELECTRICAL-MERCHANDISE

—SELLING ELECTRICITY

VOLUME XII NOVEMBER, 1913 NUMBER 11

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The Dirt-less Workman



Your Company Name
Goes Here

A Wire- Your- House Book That Works

A booklet that overcomes the prejudice before your high-cost salesman calls. The photographs, diagrams, and arguments prove that wiring the already-built house doesn't mean ripping it apart—and a big bill. It's interesting and easy-to-read.

A 2-color cover—front and back. Either-side-up is right-side-up.

Send them out to all unwired houses—RIGHT NOW—while the days are still getting shorter.

PRICES:	10,000 or more	2 cents per copy	Ask for Sample--- Order NOW
	5,000 to 10,000	2 1-4 " " "	
	1,000 to 5,000	2 1-2 " " "	
	500 to 1,000	3 " " "	
	Less than 500	4 " " "	

THE RAE COMPANY

PUBLISHERS

17 Madison Ave.,

New York City



Study These Photographs of the New
"Greenwood Shadow Pictures"

The Latest Thing in Electrical Advertising
 The Latest Thing in Greenwood Individuality

It produces a real electric picture—not simply an outline. It effects most realistic facial changes and flashes silhouettes. It opens a new future for Electric Signs.

The Bryan Sign was erected at the National Conservation Exposition at Knoxville, on the day Secretary Bryan spoke. It was presented to Mr. Bryan after the session.

The Gayety Theatre sign shows a clown's face with constantly changing expressions. There are 3 mouth changes and 6 eye changes. The sign burns in Cincinnati.

There are 16 changes in the Painless Parker sign. It is in use in several far-west cities. The "shadow picture" alone costs \$350. With the two words it costs \$400. Send for a set of photographs and sell one to your popular dentist.

This shows the scope of the new "Greenwood Shadow Pictures."

Something absolutely different for your town.

Two Factories

GREENWOOD ADVERTISING COMPANY

GREENWOOD ADVERTISING COMPANY (WESTERN)

KNOXVILLE, TENN.

Two Factories

LOS ANGELES, CALIF.



ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Edited by FRANK B. RAE, Jr.

EARL E. WHITEHORNE, Managing Editor

"Jumping on the Corporations"

Some of the Reasons for This Popular Pastime and How the Newspapers Can Help Discourage It.

By H. W. ALEXANDER

Publicity Manager Federal Light and Traction Company, New York City

[Following as it does, the article on "What Do Your Newspapers Say?" which appeared in the July issue of *Electrical Merchandise*, this article of Mr. Alexander's is particularly interesting and worth turning over in your mind. Mr. Alexander has a very unique perspective on this subject, because his experience has shown him all the cracks and knot holes on both sides of the fence. He has spent a good many active years in the newspaper game, both as a reporter on small city journals, in the middle and far west, and as reporter and special assignment man on public utility and political questions, for one of the largest Chicago dailies. When he came into the electrical industry he spent several years in various departments of gas, electric and street railway work, for the purpose of securing the honest mental slant on local problems, essential to his present work as publicity manager for the numerous properties operated by the Federal Light and Traction Co.

Mr. Alexander's conclusion is identical with that so often advanced and urged in this magazine, that where a public utility is hounded by the local press, it is in most cases clearly the fault of the men behind the corporation. Mr. Alexander goes further, however, and reproduces an interesting variety of newspaper articles, clipped from the press of cities where Federal companies are operating. They are illustrations of the kind of newspaper comment that is being enjoyed as a result of the straightforward, harmonious relations which have been maintained between the employees of the service companies and the staffs of the many newspapers. Look these clippings over. Notice the space they represent. Read a little of each. Figure the value of this sort of broadcast influence, in its friend-making power. Do all your newspapers feel this way about you? What are the reasons?—Editor.]



THE greatest of modern public utilities is the newspaper, and it is the least harassed. There are no utility commissions regulating its actions. It is practically free to print anything it wants to print.

Everyone knows that the power of the press is the greatest force in this country today.

Then why do we find the press so often arrayed against those other public utilities, the central station, the gas company, and the street railway?

In striving for more efficiency in the operation of their plants and systems, and for new business, the utility operators have neglected their public policy and the proper education of the press and public. "Get more business and reduce expenses!" has been the slogan. And it is this slogan that has gradually put so many railroad systems, central stations, gas companies, and electric railways where they stand today—on the defensive, with their backs to the wall.

They have wondered why friendly advances have been met with a feeling of distrust. When they have formulated a favorable schedule of rates and attempted to put it into effect, they have found the public lined up against them. When they have attempted to rearrange their car service for the benefit of the traffic and the company, they have been confronted with the same obstacle. The public has been watching

every move with a feeling of suspicion; ever antagonistic to everything the companies want, and critical of what they offer.

For nearly everyone is "against the corporation." The word has come into ill repute through the never-ceasing attacks by a large section of the public press, by agitators, and notoriety-seeking politicians.

"When in doubt attack the Light Company" is a great war-cry for the local politician. What better slogan can he have? Nearly everything he says about the Company is accepted as a fact, whether true or not. The people have been educated to look upon attacks against utility corporations as crusades to right the "wrongs" of the masses. The members of the attacking party are heroes and almost everybody revels in the blows dealt the "hated" light company or street railway.

Meanwhile, what have the corporations been doing to counteract this feeling? Most of them have just twiddled their thumbs. They call the agitators "black-mailers" and let it go at that. Ask the Central Station man why he doesn't do something, and he will probably reply, "Huh! these attacks are frequent. They come so often that we are immune. Lot of agitators spouting off their faces. Let 'em go, t'won't hurt. It'll all blow over."

But will it? Look at the municipal plants springing up like mushrooms and see if the agitation blows over so easily. Look at the slashing reductions in rates by the commissions. Look at the wave of condem-

nation against utility corporations that has been sweeping the country.

"It'll all blow over," is a pretty cocksure statement to make in the face of contrary facts.

As long as the world moves, the corporations will have to stand the gaff and prejudice that naturally accrues to a "big business." They are all supposed to be bloodless and soulless, wringing, by hook or crook, every dollar from the public that they possibly can. Conservatively speaking, probably 85 per cent of the people are primarily against public utility corporations. The remaining 15 per cent are conservative thinkers and worthy employees of the corporations. In many instances, even the employees are not loyal. With bitter attacks in the press and adverse comment among the people, how is it possible to retain the loyalty of the employees? It can't be done.

Now, the politicians are aware of the public attitude towards the utility corporations, for they are students of human nature. They know when, and when not, to attack the lighting company. It is their business to know. As election time draws near, they realize that many votes will be gained by a virulent attack upon some one of the utility corporations. As long as the agitator furnishes "good copy" for the papers, and he apparently has facts to back up his arguments, what more does he need to secure newspaper support and ultimately his election?

If the paper is antagonistic to the com-

MAKING HOT SPRINGS POPULAR.

We have heard of a railway conductor who became general superintendent of a big system because he was courteous.

There are dozens of business men right here in Hot Springs who have forged to the front because of that in their character of which courtesy is the outward expression. It can be seen on every hand and it would seem that only the dull is discourteous. And in fact that's just about the way the lead lies.

These remarks are brought forth by the recent action of the Citizens Electric Company in inaugurating a campaign among its employees, already possessed of a broad reputation for kindness in dealing with the public, for even more strenuous efforts to be polite under all circumstances, a difficult thing to attain as most people will agree.

One thousand dollars or more was recently spent in one morning by a certain cigar syndicate operating a chain of stores over the country in telegraphing each of its clerks from Maine to California. "Did you say thank you to every customer yesterday?" The manager of this corporation who had built up a wonderful business by courtesy and other modern methods knew that one thousand dollars in telegraph tolls to impress his employees with the high importance of those little words: "Thank you, after each sale, would be a highly profitable investment even though ninety-five per cent of the employees could answer "Yes."

"Number PLEASE," is the pleasant interjection that now means the end of telephone snarls in Hot Springs and other cities served by the Southwestern Telegraph and Telephone Co. It is a comparatively recent innovation but we'll venture to assert that it is already paying cash dividends to the company.

Hot Springs should be the most courteous city in the United States. Likewise it should be the cleanest, most enterprising and several other superlatives—but these are other stories.

To build up an enormous clientele Hot Springs must so treat her patrons that they will come here delighted, stay delighted and go away delighted.

The public service corporations here have already paved the way and individuals have only to follow.

ELECTRIC RANGE FOR GALLEY OF A WARSHIP

A new type of electric range has been installed in the galley or kitchen of the latest United States battleships and is proving so efficient that similar apparatus will be installed in all the battleships now building or projected.

Whatever the increased cost of the electric range, it is more than justified in the eyes of the naval officials by its tremendous advantages. For one thing, the electric range can be placed to better advantage than the coal range, there being no smokestack to be provided for. Secondly, there are no ashes to be disposed of. Then the electric range is only in use when food is being cooked, so that there is less stray heat. Furthermore, there is no "baking" of fire. And, in the case of our newest battleships, which will use oil fuel exclusively, the electric range is almost a necessity, as well as a coal range used it would be necessary to carry on board a special supply of coal for this one use. Finally, with the electric range there are avoided those gases given off by coal which mingle with the food and do not help the flavor.

An editorial and an article that show how the reading columns can help. The battleship story was written by the central station and sent to the paper as an interesting item. It was, and it advertised electric cooking.

the biggest factor in the development of the city; that it has extended its distribution lines into non-revenue producing sections of the city; and that many of its car lines are running through districts where there is but one house to a block. Notwithstanding this defense, the agitator-politician, out after votes, continues his cry, "Will you let the octopus put a burden upon our children?" and he speaks to thousands of people at every meeting, and his addresses are later printed in his special organ under big "scare-heads."

The path of an unpopular public utility is surely not strewn with roses.

So after all other means have failed, and with the battle practically lost, this utility operator decides to call in an expert publicity man as a last resort. Then what does he do? Why, he gum-shoes the publicity man up the back stairs, and prepares to fight back with what he considers publicity. The utility manager has heard that publicity is a panacea for political newspaper attacks and so he decides to try it—remember, this is generally after the battle is lost.

But the manager has great hopes of his publicity winning out even at this late date. He often thinks that a few catchy, cleverly written articles will win his battle. Here the mistake is made.

The publicity expert, no matter how good a man he is, fights an up-hill battle when he tries to swing public sentiment to the side of the corporation in a week or a month. With all its alluring promises, it has taken years for the political press to build up sentiment for their side and a few dinky central station articles in the newspapers are hardly going to swing the battle.

In his sensational attacks, the politician is aided by the anti-corporation sentiment that has been accumulating for years. He knows how to cater to the people, how to appeal to the selfish interests of the public.

On the other hand, when the utility company has paid little or no attention to building up public sentiment through educational work it is immediately the under-dog in the fight.

Yet if publicity fails to carry the day for this corporation, already more than half a corpse, the first man to say "Publicity! bah! it didn't do us any good," is the man who gum-shoed the publicity agent up the back stairs, as a last resort.

Perhaps one of the greatest examples of what publicity can do, when a corporation has a clean, progressive record behind it, is the case of the Southern California Edison Company in its recent rate fight at Pomona, Calif. The agitators were seeking a reduction in light rates as an initiative movement, and, for the first time in history, an initiative movement of this kind was defeated. Why? Because, at the first sign of trouble, the Edison Company rushed its expert publicity manager to the seat of war with a corp of willing workers. The facts in the matter were put before the public verbally and published by the Company in a series of newspaper articles. This counteracted the deceptive half-facts brought out by the agitators and the measure was defeated by a large majority.

One of the principal reasons why this utility company won so handily was because it had formed the regular habit of explaining its doings to the people long before the trouble arose. Publicity cannot always avert trouble, but clean living on the part of the corporation, courteous treatment of the public by its employees, and frequent educational articles explaining its business in paid newspaper space, will go far toward giving the company a good record on which to base an even fight.

In and out of political seasons, the utility companies suffer more or less from matter published in the newspapers. This is unjust,

pany, the inflammatory address will be further enlarged upon, facts distorted, mis-statements made, and then printed in scare heads across the front page. If the paper is but mildly antagonistic to your company, the address will occupy a good position without comment. If the paper is fair in intent, the speech will be reported strictly as a news item, and no attempt will be made to play up the sensational features. Besides, if serious charges are made against the company, the absolutely fair newspaper will lend some space to the utility manager. There are always two sides to a question—a fact recognized by most newspapers.

The shrewd, unscrupulous spell-binder makes his story attractive and plausible enough to have the people read it. Most of the readers believe it and consequently another shovelful of dirt is thrown on the coffin of the "thieving plunderer of the people." And while these attacks are in progress the utility manager feels like a cross between a thief "caught with the goods" and a murderer of innocent orphan children. Apparently he has no friends. He is looked upon as the leader of a band of marauders, and too often he acts it. "Those politicians attacking us are a band of thieving blackmailers and the newspapers are their co-partners in the plot. They're all thieves!" he shouts to whoever will listen.

It is the old story that the law presumes every suspect to be innocent until he is proven guilty; nevertheless a prisoner before the bar is generally looked upon as guilty until he is proven innocent. The prisoner vehemently declares his innocence, but few except his friends take much stock in his story.

The same is true of the utility operator. He declares that his company really has been a booster for the city; that it has been

FOLLOW COPY AND STYLE AS MUCH AS POSSIBLE

TO

LIGHT is PROTECTION

SNEAKING, CREEPING, ALONG THE BACKYARD FENCE SLINKS A THIEF IN THE NIGHT!!

He leaps over the fence, and crouching low runs swiftly across the yard to the back porch. Trying the back windows he finds them securely locked!!!

Around to the side windows he goes, hoping to find an entrance to the house. Disappointed he creeps around to the front porch.

PERHAPS THIS PART OF THE STREET IS DIMLY LIGHTED. He feels safer. Possibly he thinks the house is unprotected. He is more bold.



Quietly trying the front windows he finds them LOCKED!!!

Hurriedly he reaches for his "jimmy". The street is still as a tomb. AND DIMLY LIGHTED!!! But quiet as his work is he is heard by some one, possibly a woman.

"Who's there?" THE ELECTRIC LIGHTS ARE TURNED ON IN THE HOUSE, SHE SNAPS A SWITCH AT THE TOP OF THE STAIRS THROWING THE FRONT PORCH LIGHT, MAKING ALL AS BRILLIANT AS HIGH NOON!!!

There is a scurrying of feet, burglar tools are dropped in the flight for no midnight thief can stand the searching rays of THE ELECTRIC LIGHT—NO MATTER IF ONLY A DEFENSELESS WOMAN IS WITHIN.

LIGHT IS THE GREATEST PROTECTOR KNOWN—THIS SPECIALLY APPLIES TO ELECTRIC LIGHT.

And the reason is very simple. The criminal realizes that anyone who gets a good look at him under the BRILLIANT

MAZDAELECTRIC LIGHT will be able to give a description to the dreaded police. If he is an old offender he knows that his picture is in the "rogues gallery" records and that sooner or later he will probably be caught.

And that is why a former well known police commissioner of a great city once said "A Light is as good as a Policeman". Possibly this is an exaggeration, but electric light is a policeman's best friend.

The night prowler fears identification. He fears capture and that is why an electric light is better protection than a revolver in the hand of a novice.

IS YOUR HOUSE WIRED FOR ELECTRICITY?

IF IT ISN'T YOU HAD BETTER TAKE OUT YOUR BURGLARY INSURANCE NOW. PROTECT YOUR HOME!!! INSTALL FRONT & REAR PORCH LIGHTS.

If your house is wired for electricity burn your front and rear porch lights every night. The cost is very reasonable—so inexpensive in fact that you will hardly notice it—and it is protection to your wife and children.

LET AN ELECTRIC LIGHT BE YOUR NIGHT WATCHMAN

A specimen of the type of articles that are being published in paid space, in the interests of the Federal Light and Traction Co. properties.

but it is largely the fault of the corporation managers who so seldom seek their friendly interest and cooperation. In many instances, there is no reason for the attacks except that the papers have run short of attractive news to print. The slogan, "When in doubt take a 'fall' out of the Utility Company," is then brought into play.

The city editor despatches a reporter to find out whether the cars are running on schedule time. If they are, he has to look elsewhere for a "story." Maybe there is a flicker in the lights. This is always good for a rap at "the poor service the Lighting Company is giving at sky-high rates." Or if all other clues fail, there is the old sure-fire standby—"taxes."

The utility company, in most instances, pays as much, proportionately, in taxes as

newspaper to every 26,450 inhabitants; now, there is one to every 3,500 persons. The aggregate circulation of the American newspapers is over 8,000,000,000 a year, or upwards of 100 copies per annum for every man, woman and child in the country. The income of this aggregation, from all sources, principally advertising, is \$200,000,000 a year. What more far-reaching medium for popular education could the public utilities use?

Publishers have got to sell their papers to make money. To do this, they must cater to the sentiment of the people. If agitators inflame the people, the paper must trail along until it can take the lead. But the press can nip these attacks in the bud if it will but do it. And it will do it if the utility company has a clean, progressive record and has educated the people, by

The utility company in this case engaged an able publicity man, but its efforts could not swing the tide of public sentiment over night, and the battle was lost for the time being. This company now publishes a small semi-weekly organ which is distributed free to patrons on its street cars and through the mails. The campaign already has won the company many adherents. It will be a hard uphill fight to win the majority of the

TRUE FRIEND OF THE CITY

The Public Utilities should be commended for the splendid manner they are coping with the fire situation by spending much money and labor restoring the electric service with all possible dispatch. They are doing everything in human power to give the Hot Springs people electricity as soon as possible.

When their expensive plant on Malvern avenue burned to the ground in the great fire Friday, the officials did not stand around holding their hands and wondering what they must do next. General Manager S. E. Dillon got to a telegraph wire and put the situation before the Federal Light and Traction Company when the plant was hardly in ashes.

Before the ground was cold, a representative from the corporation that owns the Public Utilities here was on the ground. Orders for machinery were telegraphed all over the country and this machinery will be here in a very few days by express at an enormous expense. Some of it is being installed in a temporary plant now.

The company has done more than that. It has given employment to all its employees who wanted it. Motormen who received \$2 a day are, getting the same thing for digging holes and other work that the company could get done for a dollar or less a day.

Knowing the people need some way to reach their homes in the outskirts of the city, the company has hired tally-hos and other conveyances at great expense and run them on a schedule. It cost them far more to operate these conveyances than they get out of it in five-cent fares that are charged.

These and many other things the Public Utilities' backers have done not because they had to, but because they wanted to carry out their policy of giving the people the best possible service that money can buy.

This editorial appeared in a Hot Springs (Ark.) newspaper. Think what it was worth to the central station to have such an appreciation read by thousands of possible critics, just at that moment.

any other business. Sometimes, it will be found that an even greater percentage of the actual value of the corporation is assessed than in the case of other businesses. Yet if it protests, the company is classed as a "tax dodger." Fine fuel for political speeches against the company.

These combined influences have all worked to place the utility companies before the people in a bad light. And these attacks have been going on for years with no concerted opposition from the local utility companies. The other side works by means of publicity and has, to a great extent, succeeded. Is it not time that the utilities of this country planned campaigns of education with the idea of putting the facts fairly and squarely before the people?

If publicity will win for the agitators why isn't it a good weapon to use to combat antagonistic legislation and political attacks on the central stations?

In the United States, today, there are 25,000 newspapers of all kinds, including 2,500 dailies. In the year 1800, there was a

means of publicity, to a higher plane of knowledge. Publicity is the mainstay of all agitators. If they do not find the columns of the press open to them, they subside. Without the power of the press they cannot accomplish their ends.

The great majority of newspapers are inclined to be absolutely fair. Sometimes, however, attacks are instigated in newspaper offices from sordid motives only. It may be the idea of the editor that virulent attacks on the utility corporations will result in increased circulation, consequently more revenue. And he is right—sometimes. In one of the large eastern cities, a certain socialistic paper has been attacking the street railway company for years. The paper has grown in circulation until its power is tremendous. It has fought for three-cent fares at any cost. The ethics of the case, or whether the company could prosper and make extensions to its lines, were of no consequence to the paper. What it was after was circulation and advertising. At one time in its fight, it even advocated bloodshed.

PUBLIC PLANTS CHARGE MORE THAN OTHERS

Iowa Wants to Know Why Municipally Owned Plants Can't Be Run as Economically as Private Concerns

COUNCIL BLUFFS, Iowa, March 6.—The state of Iowa is going to make an official investigation to discover why the publicly owned water and electric lighting plants in Iowa towns and cities have to charge more for service than the private plants charge. The investigation is called out by the report just issued by the state auditor giving official statistics of the municipality owned public utility plants as compared with those owned privately. It is suggested by municipal experts that the investigation not be made by a set of politicians, but by a committee of trained economists from the economics department of the state university and other leading Iowa institutions of learning. The examination will include every cost, direct and indirect, will take into consideration loss of taxes, deterioration of plants, etc., and will, when completed, show Iowa municipalities just where they stand and what can be done to make their water and electric plants self-sustaining.

According to the auditor's report, the highest price charged for water by a municipal plant is 90 cents per thousand gallons, this being the rate at Osgood. The highest price of a privately owned plant is at Centerville, where 50 cents per thousand is charged.

The average price of water from the privately owned plants is 36 1/4 cents per thousand gallons. Of the sixty-five publicly owned systems reporting to the auditor, twenty-four charge 40 cents, six charge 50 cents and others charge 60 cents and over per 1000 gallons.

During the year a number of municipal plants found it necessary to increase rates and several reduced rates. Boone and Maquoketa each reduced 1 per cent per thousand gallons, the former making its rate 66 cents per thousand gallons instead of 67 cents. Newton and Storm Lake each reduced prices 5 cents per thousand. Anamosa, the "penitentiary town," reduced its price 28 cents per thousand. On the other hand, Ames and Manchester found it necessary to increase their rates 3 1/3 per cent to 40 cents per thousand, this being 4 cents above the average of the privately owned plants. The town of Decorah increased rates 50 per cent while according to the official report Lake City increased its tolls to its patrons by 250 per cent.

Ma Grove decreased the individual charge to citizens by 30 cents per thousand, but added the savings back in the shape of an increase of 3 1/3 per cent in the taxes collected for hydrant rental. Spencer did the same thing, decreasing its prices 5 cents per thousand and increasing its hydrant rate 3 1/3 per cent. Denison, home of Secretary Leslie M. Shaw, increased its hydrant rental from \$45 to \$47 a truck. The average hydrant rental of the private plants is \$44 per year.

The commission will also investigate the expenses in cost of the operation of municipal plants. According to the state auditor's report, Dubuque, with a population of 28,000, operated an \$800,000 water plant at a salary cost of \$5174, while Cedar Rapids, with 22,000 people, pays \$3000 for the operation of a \$700,000 plant. Muscatine, 16,000 population, pays \$5780 for operating a \$500,000 system, and Fort Dodge, 15,000 and a \$600,000 plant, pays out only \$1530 a year. No figures are given for the operation charges of private plants.

During the year Council Bluffs charged from a private company to a public one plant, but no reduction in prices followed. It is believed that the result of the investigation will be of great interest and benefit to Iowa and cities in framing their future policies and to the legislature in considering the enactment of laws affecting municipal government.

Three articles of news value yet of distinct benefit to the utility company. The editors were glad to use them because they understand the motives and ideals of the companies and were willing to co-operate.

HOT SPRINGS AS SUMMER RESORT

IS BEING LIBERALLY ADVERTISED THROUGHOUT SOUTH BY UTILITIES COMPANY.

Local Concern is Giving This Resort Some Splendid and Valuable Advertising.

The local Public Utilities company, following its plan to do everything in its power to advance the interests of Hot Springs and the world's greatest health resort, has engaged in an advertising campaign of its own throughout the south and southwest, laying particular stress upon the fact that Hot Springs is an ideal summer resort. Some excellently conceived advertisements are being placed in the newspapers of the south, calling attention to the climatic conditions, the health-giving values of the hot waters, and the benefit and pleasure that may be derived from a visit to this resort during the heated term, and its value as a year-round resort for either health or pleasure.

These advertisements set forth the advantages of Hot Springs, quote the reduced round trip railroad rate, the time of the departure of trains and their arrival at Hot Springs, and the following "distilled facts" are quoted in a series of paragraphs, the initial letter of each paragraph reading "Hot Springs, Arkansas": Quachita oil stones, quarried in Hot Springs, have become world famous. The climate of Hot Springs is not surpassed, if equalled, by any resort in the United States. Statistics show that \$6 per cent of the United States soldiers and sailors sent here for treatment are returned to duty.

Pearls found in the rivers of Arkansas are of rare quality, and have sold as high as \$10,000 each. Rice culture in Arkansas has been as sensational as the discovery of gold in California, yielding more per acre than any other state in the Union.

In cotton raising, Arkansas ranks fifth, 1,000,000 bales of the value of \$75,000,000 being raised last year. No other country in the world, outside of South Africa, can boast of diamond mines. The one in America is located in Pike county, Arkansas, near the city of Hot Springs. Greatest bauxite field in the world is located in Saline county, Arkansas, supplying three-fourths of the aluminum used in the world.

Smokeless coal used by the United States navy is produced in Arkansas. Arkansas builds a school house every working day of the year, at an average cost of \$2,970. Rural free delivery extends to every part of Arkansas.

Kanlin, coal, silver, galena, marble, slate, lead and fuller's earth are produced in large quantities in Arkansas. Arkansas has more miles of navigable rivers than any other state in the Union.

No state in the Union produces as fine fruit as Arkansas. Benton and Washington counties lead all other states in the United States in the number of apple trees. Nagara county, New York, being third.

Shingles, lumber, etc., sold in Arkansas in 1912 amounted to \$155,000,000.

Arkansas pays the highest school tax in the United States, according to population.

Stamps, Arkansas, boasts of the largest saw mill in the world.

CAR SERVICE KEPT UP DURING STORM

Schedule Maintained in Spite of Difficulties

In spite of the fact that the recent storm has been one of the worst since the system of operation, the Gray Harbor Railway & Light company came through with no accidents and with cars running on schedule time every hour of the several days of the gale's duration. This is a record of which few similar systems may boast and points out only to trained employees, but excellent management and equipment. The roadbeds of the various lines comprising the Gray Harbor Railway & Light company's system are kept in splendid condition, which also must have had its effect in maintenance of service during the trying period.

During the storm a number of strangers in the city remarked of the promptness of the cars, not being used to anything like it under similar conditions elsewhere. Gray Harbor people, being accustomed to real transportation facilities, took the additional strain and effort of employees of the railway company as a matter of course.

public to its side, but the utility is making the fight.

It clarifies the problem to know that although the newspapers are called "moulders of public opinion," they actually seek to learn the trend of public opinion and then try to follow out the public's ideas. They

have and can have an unprejudiced hearing, if its attitude towards the press is right.

Personality goes a long way toward winning your publicity battles. Newspaper men as a rule are good fellows. They are all intelligent. They have to be. They are good students of human nature. The managers of public utilities should find time to meet the editors and reporters socially. Don't be afraid to visit them in their offices once in a while. Put the "welcome" sign outside of your door and keep it there. Always be willing to meet a reporter and talk frankly with him. Give him what news you can without jeopardizing the company you are working for.

All companies distribute more or less educational literature about their business. Hand this out to the newspaper men. Always preach optimism. Be a leading booster for your city. Impress upon the reporters that you and your company have the inter-

ests of the city at heart, that you are always willing to cooperate with the paper, and that all you want is to be treated fairly. Newspapers may unintentionally publish matter of great harm to your company. Sometimes they are willing to retract the next day, but the damage is already largely done. Why not try to effect an arrangement with the

managing editor whereby the reporter or city editor will call you whenever anything relative to your company is to be published? You can then correct the story if any of the details are wrong, or at least get your side of the story in print.

Do not make the mistake of thinking that the newspapermen are not persons of importance. They have far more power

than many people that the utility manager talks to on the same subjects for a longer time every day of his life. Editors and reporters talk to thousands of persons in a shorter time than you can talk to a few. Therefore, give them your time when they ask questions.

Above all, don't try to deceive the newspapermen. Once you lose their confidence you will have a hard time to regain it. Also, remember that reporters are only human. No man can interview a returned Bishop of Africa in the morning, chase a fire, interview a dressmaker on the latest modes from Paris, attend a physicians' and surgeons' meeting in the early evening, and then get your story with all of the technical terms and other facts correct, unless he has your help.

Don't be impatient with the reporter if when you "talk shop," he doesn't understand you. He may not know what "peak load" means; but then, you may not know what a "6 cap" is. Every man to his business.

One thing that should be impressed upon all utility operators is, that when they give out statements that deal with technical matters, they should always have them ready in typewriting to hand to the reporter. In most instances, the reporter will print this verbatim and then there will be no danger of misquotations.

Never use technical terms when there are other ways of explaining matters at issue. If you are forced to use technical terms, place them in a homely simile so that the reporter may understand exactly what you mean.

Prepare stories with the "human interest" element predominating or just tell the reporters and they will put the "touch" in that counts with the people. To popularize your business should be your slogan, and there are plenty of stories that can be written about your Company with enough

(Continued on page 326)

UTILITIES COMPANY CARDS OF COURTESY ISSUED YESTERDAY

IT'S ENDEAVOR TO BRING ABOUT
A CLOSER SPIRIT OF COOPERATION AND UNITY.

APPEAL TO THE PUBLIC

The New Company Seeks to Broaden
its Policy of Courtesy to the Public—Instructions to its Army of Employees.

General Manager S. E. Dutton is particularly enthusiastic about the "courtesy cards," and he has instructed the broader spirit to the company employees.

"Courtesy will be our watchword," said the general manager. "Co-operation and friendly relations between the public and the company will work to our mutual benefit. Our success means the growth of the city. Our interests are as one. We should all work to boost Hot Springs, we have a wonderful country to live in, and by our plugging together, one for all, all for one, that we will make the city what it is destined to be. Our company wants to do their share. Upon the successful operation of our company depends the business, amuse-

The Public is Entitled to Courteous Treatment and the Best Possible Service

Courtesy is the most valuable asset that an employee of this Company can possess. The best efforts of the Company to please its patrons are sometimes offset by the thoughtlessness of an employee who may fail to remember that any act of his which develops ill feeling reacts upon the Company and upon his fellow employees.

TO OUR EMPLOYEES

Courtesy is the outward expression of breeding and character. Don't forget that you are in the service of the public as well as of the Company. Never attempt to take advantage of a patron. The Company wants the customer to feel that he is getting the best possible service. The conduct of each individual employee should be demonstrative.

TO THE PUBLIC

Please do us the favor of selecting our office as the proper place to register complaints. We are ready and anxious to investigate any "bitch." No individual or corporation can always be perfect. We invite your help and ask your cooperation in bettering our service.

CONSUMERS GAS COMPANY

Seeking to broaden its policy of "courtesy to the public," the management of the Hot Springs Public Utilities Company yesterday placed in its cars, windows, offices, show rooms, employees' club rooms, car barns, and power house, "courtesy cards" for the advice of the employees and the edification of the public.

With "the public is entitled to courteous treatment and the best possible service" as its slogan, these literature leaped with one bound into the front ranks of the public utility companies of the country seeking to bring about a closer spirit of co-operation between the corporations serving the public and the people.

ment, social, educational, and even religious life of our community.

"We want the aid of the public. It is our desire to bring about the highest efficiency of our service. We mean to show by our attitude, by courtesy, by thoughtfulness and by our progressiveness that we are interested in Hot Springs, that we know we have a real city and that we are bound to grow. We want to bring human interest into the work. We appeal to the public to aid us. We can all improve and it is the aim of each individual employee of our company to make his company the people company with the cooperation of the public."

Another article typical of the attitude of the press, where relations are harmonious.

seldom [try to correct erroneous beliefs. Though many utility operators bitterly assail the press for its antagonistic attitude, it must be remembered that the owners of the newspapers are in business to make money just as much as are the controllers of other public utilities. They cater to the public just as the other utilities cater to it. They derive their revenue from the public the same as the utilities. Moreover, a newspaper must print what the public wants, or the public will support the paper that does; whereas, the central station is generally a monopoly, and the public must support it, even though unwillingly.

Nearly always in their discussions of public service questions the newspapers lay great stress upon a public utility's obligations to the public. But in their zeal in this direction they are apt to lose sight of the fact that they too are under a grave responsibility to the people—that they should inform the public capably and honestly. Before undertaking to instruct their readers, they should devote themselves to intelligent study of the subjects before them, that they may be fair to all concerned.

The people today, more than ever before, want to know about the utilities that supply them with electric light, water, gas, telephone and traction service. But they are entitled to all the facts. The newspaper need not accept the viewpoint of the company as final but the utility company should

How The CITY Profits by OUR Profits

You have probably been of the opinion that the only people who benefit by our profits are the stockholders of our Company.

BUT JUST THINK A MOMENT!!

The most important element in the prosperity of a city is its public utilities. If they are well managed they reflect credit on the city.

Transportation by electric railway is necessary to allow a city to increase beyond a certain size. As a city grows its transportation system must grow. But the transportation system must be earning its way or it cannot get money to spend on extensions.

UNLESS YOUR STREET RAILWAY SYSTEM IS A PROFITABLE CONCERN IT CANNOT GROW; AND IF IT CANNOT GROW, NEITHER CAN THE CITY. DID THAT EVER OCCUR TO YOU BEFORE?

Good telephone service is also necessary. GOOD SERVICE IS FAR MORE IMPORTANT TO YOU THAN CHEAP SERVICE. The telephone company must make money from its subscribers to give GOOD SERVICE, or else it retards the growth of the city.

The same is true of your gas and electric light companies. It does not make any difference how cheap the service is if it is NOT GOOD SERVICE. The people want efficiency in their gas and electric service, and it costs MONEY to give EFFICIENT service, but people DEMAND IT AND THEY ARE ENTITLED TO IT. That's what the companies are doing business for—to serve the people properly.

Efficiency in the electric light and gas business requires plant and system of sufficient capacity far in excess of the actual present demands. This additional capacity represents a large investment made to insure UNINTERRUPTED AND ADEQUATE SERVICE TO THE PEOPLE OF

It is made to insure GOOD SERVICE. When you want electricity you want it. You don't want to wait for it, and there is no reason on earth why you should.

Try as hard as we may to prevent it there are apt to be accidents to our power generating equipment and distributing lines. ALL accidents cannot be provided against and when one of the seldom occurring accidents does happen you may have to wait a few seconds or minutes for your electric service. A stray cat falling across one of our electric wires might throw a section of the city temporarily in darkness.

There are THOUSANDS OF DOLLARS worth of generating machinery in our power house not being used regularly—just waiting for emergencies. This machinery is not paying us for its upkeep. BUT IT IS READY AT A MOMENT'S NOTICE TO SERVE YOU, AND THE PUBLIC IS ENTITLED TO GOOD SERVICE. IN ORDER TO MAKE THIS ADDITIONAL INVESTMENT WE MUST BE DOING A PROFITABLE BUSINESS. IF THE GAS AND ELECTRIC BUSINESS IS NOT REASONABLY PROFITABLE IT MAKES EXTENSIONS BY OUTSIDE CAPITAL IMPOSSIBLE.

So the people of this city profit in two ways when we make a reasonable profit.

First.—They profit by getting GOOD SERVICE, which they can only get when the Public Utilities are sound financially.

Second.—They profit by the extensions made by the Company which means MONEY SPENT IN THEIR CITY AND EXTENSIONS MADE THAT CANNOT BE MADE UNLESS THE COMPANY IS MAKING A FAIR AND REASONABLE RETURN ON ITS INVESTMENT.

(Name of company here)

"Tell me a story," is one of our earliest demands. A story is more interesting than an ad, and yet, it may be the best kind of an ad. These stories occupy a half page of paid space, and popularize the purpose and personality of the company.

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The Brooklyn Electric Shop

Describing Selling and Advertising Methods That Have Placed It on a Successful Merchandising Basis

By WILLIAM H. WELLS,
Manager "The Edison Shop," Edison Electrical Illuminating Company, Brooklyn, N. Y.



THE real commercial value of the electric shop as part of the sales department of a central station is fast being recognized, although many central stations throughout the United States are apparently still asleep to the possibilities or are behind the times with respect to the management of their appliance bureaus. However, my purpose is not to criticise, but merely to try and tell other appliance managers, from my own experience, how an electric

shop. The demonstrators must be young women of pleasing personality, full of energy and enthusiasm, and endowed with the ability to read human nature so necessary in selling goods. The storeroom clerk should be a young man of mechanical and orderly nature, capable of keeping records and making minor repairs to irons, and other devices.

The delivery chauffeur and helpers must understand thoroughly the operation of all appliances in order that they may make demonstrations and install them whenever necessary.

departments. Also, few central station buildings are constructed in such a manner as to be handy for the shipping or receiving of goods. A shop located away from the main building usually has these facilities. It should be located in the shopping center where you can reach the women in their natural element. Our show room is about forty feet by seventy-five feet. The small appliances are displayed in lighted cases in the center of the room, leaving a passage way at each side. At the further end we have the cashier and contract desks, thus obliging the customers to walk by the cases twice as they pay their bills. Along one wall, we have a raised platform where vacuum cleaners, radiators and power tables are shown. On the other side of the room we have large tables where fans, lamps and "specials" are exhibited. Reading lamps mounted on pedestals are also displayed in appropriate places. The manager's and the clerks' desks should be placed near the door, so that a customer who wishes to buy will receive immediate attention on entering the show room.

It is a good plan, in laying out an appliance bureau, to have more than one room for show purposes, so that goods may be shown in their proper places, in closely related groups. To place a washing machine within a few feet of an expensive parlor lamp is, to say the least, in very poor taste, but likely to happen where only one room is used. Furthermore, different forms of illumination may be demonstrated in separate rooms. If there is more than one show window available, each window ought to be lighted in a manner that will set it apart from every other window in the establishment, and carry out the merchandising idea to the fullest.

In regard to whether small appliances shall be displayed in glass showcases or on tables and counters, I personally favor the department store idea of tables and counters.



Brooklyn Edison Shop as it looks by night. It is run on a strictly merchandising basis, and is the scene of many special sales.

shop may be conducted successfully, not only from a revenue standpoint, which, as a matter of fact, is most important, but from the standpoint of profits that may be derived from appliance sales themselves.

Heretofore, most electric shops have been run with the sole idea of getting appliances on the lines with the expense charged to advertising. Now, we place our advertising account to better advantage, establishing our shop on the same merchandising basis as any up-to-date city store, operating it in exactly the same way, and employing all the time-tested methods of the successful merchant, such as attractive window displays, and efficient newspaper and street car advertising.

The Organization. Every central station appliance bureau should bear the name "Electric Shop," "Edison Shop," "Appliance Shop," or any title that will clearly and distinctly denote its merchandising purpose and place it on a par with all recognized retail stores.

At the head of the bureau should be a man of tact and executive ability, and one capable of handling the general public as well as the many manufacturers' representatives with whom he must almost daily come in contact. The manager should be directly responsible to the general sales agent of the company.

The various members of the bureau should be carefully chosen to fit their respective duties. A competent secretary and office clerk are essential owing to the mass of detail which springs up in every appliance

The Show Room. Great care should be taken in the selection and location of the show room.

It is my idea that it should be situated away from the main building of the central station, so that it may be managed absolutely independent of all other central station



Brooklyn Edison offices across the hall from the Edison Shop. On such occasions as the annual Fall demonstration they are fitted up as a practical showroom to show various appliances in operation.

Women like to handle appliances in which they are interested, and will sometimes feel more free to do so when the appliances are displayed in the open. However, those who favor illuminated glass cases for displaying the bulk of their appliances, claim that if the demonstrators in the show room are "on to their jobs" the customers will have plenty of opportunity to handle any appliances that may attract their attention.

Sales Policy. The great advantage of an appliance bureau is the enormous revenue it produces at practically no cost, if self-sustaining. Only goods of proven worth should be carried, care being taken not to overstock with slow sellers or devices that must be carried over from season to season. In many instances, one article of a type is sufficient, especially when the electric shop is handy to a manufacturing center where the stock can be easily replenished.

The general term, Cost, should include besides the selling cost and profit, a fixed percentage to cover overhead charges. Opinions differ as to the percentage to be added, but the consensus seems to be between 33 $\frac{1}{3}$ and 40 per cent.

The sales policy should be strictly up-to-date and progressive at all times. Special sales must be arranged at frequent intervals, with prices cut to an attractive figure, and demonstrations planned. The show windows can be used to good advantage, either by demonstrating electric irons, or showing a sewing machine or other household appliance in actual operation. However, use your windows for more than the display of your wares. Use them to advertise the sale of a popular appliance at a bargain. A woman cannot resist a bargain, and is quick to appreciate one. Once you get the women to realize that your shop is the place for real bargains in electric appliances they will keep constantly on the watch, and the moment another good sale is offered, the display room will be crowded with bargain hunters intent on buying.

It is advisable to select some line of apparatus, such as portable lamps, and establish in that line a record for low prices. We sell our lamps on a margin considerably lower than the department stores. Our customers know that when they want a portable lamp, they can get more for their money and a better selection at our shop than elsewhere. It is quite an easy matter to sell the customer some other appliance after she is once in your shop. Our line of lamps is carefully selected and although we do not have as great a number as is sometimes shown in the department stores, those we do have represent what is best and most perfectly suited to the general wants of the customer.

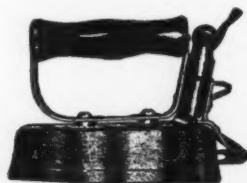
The "Edison Special Monthly Offer" is a scheme that has worked very well with us. It consists in offering to the public every month some well-known appliance at an especially attractive price. A return post card, mailed out with the monthly bills and outlining the conditions of the sale, usually brings the best results with the smallest expenditure of money. One month we offered a small toaster stove at an appealing price, and sold 800 of the devices, expending only \$52 in the above manner and employing no other form of advertising except a window demonstration in each of our branch offices.

At another time, we advertised 1,000 electric irons at \$2.90 each, and sold over 1,300 of them during that month.

The return cards I have mentioned above furnish us with an exceptionally good list of names of customers who are wide-awake to the advantages and possibilities of electric appliances. For example, the majority of

the 800 people who purchased stoves from us during our May sale, purchased irons from us during our July sale. Such a list must be kept up-to-date and used as a means of notifying your good customers in advance when a sale is coming off. During

The early spring is a good time to put on sales of "Last Year's Fans" at reduced prices. This year, we sold about 200 of last year's models in this way. These early sales do not seem to affect our regular fan season in July, but do remind our trade that



SUMMER SALE OF ELECTRIC IRONS

Beginning July 1st and Continuing Until Sold

we will offer
1000 Electric
Irons at-----

Every Iron Guaranteed

\$2.90

This is an opportunity to obtain the BEST TYPE OF ELECTRIC IRON at a very low price and so add materially to your comfort during the hot weather

WE have purchased 1,000 ELECTRIC IRONS at a low figure and will give the benefit of the saving to our customers.

These irons are the best on the market and carry our guarantee.

Beginning July 1st they will be sold at \$2.90 each.

None will be delivered at this price prior to July 1st, nor after this lot is sold. Orders will be filled in the sequence of their receipt by us.

If you desire one of these irons we will be glad to have your order on the annexed post card.

Edison Electric Illuminating Co. of Brooklyn

Advantages of the Electric Iron

No red hot range. All the ironing done with one iron. Not a step need be taken from the ironing board—stays hot—no changing.

Laundress can work twice as fast. Heat exactly regulated, no scorching. No waxing—no cleaning.

Iron in any room in the home where there is an electric light socket.

Iron out or doors if desired.

Summer Sale of Electric Irons

Please send me an *Electric Iron*, fully equipped with cord, plug and stand, ready for immediate use, at Sale Price (\$2.90) and charge to my account.

Name.....

Address.....

Three faces of a return post card which the Brooklyn Edison Company sent out to customers to advertise its summer sale of electric flatirons.

the recent "fall opening" at our shop, we sent advance notices to each customer on the above list, requesting her presence at a private opening prior to the public one. We find that much better results follow this plan of taking our customers into our confidence. After the special opening, all of our other customers who do not appear on the above list, were notified by letter that the regular opening would take place at a certain date.

hot weather is coming. In August, we had an "End of Season Fan Sale" which practically cleared away our entire left-over stock. It is really surprising how many people will purchase fans so late in the season when they can get them at a bargain.

Early fall is radiator weather, and a timely public notice to this effect will often bring gratifying results. During the holiday season, special sales can be arranged, combina-

tion offers at Christmas time being more and more in favor all the time as the electric gift becomes more popular.

Of all the appliances an electric shop may handle, the iron is by far the best seller, and every effort should be put forth to encourage its use. One of the best methods is to send the iron out on a short free trial, the demonstrator following up the iron, explaining the operation and instilling in the minds of the customers that the electric iron is not expensive; that it saves time and labor and does its work in a most satisfactory manner. That the above statements are true is evidenced by the many encouraging letters and expressions of satisfaction we have received at our own shop. These letters give us renewed faith that the business we are engaged in is better and has a brighter outlook than any other. Some central stations advocate sending out other appliances on trial, but I believe the time has passed when customers require a trial of toasters, percolators or vacuum cleaners. We all know that they will do the work and a short demonstration in the show room usually suffices.

Advertising. Some features of our advertising policy we have already explained in connection with our sales policy. Although, during our recent stove sale, the only advertising we did was to send each of our residential customers a return post card, in a sale of irons we went a step further and advertised in the street cars. This method has yielded good results, the customers, in most cases, mentioning on what car line they



Lighted billboard used to advertise sales of the Brooklyn Edison Co. The slogan sign, "Brighter Brooklyn," is shown above it.

read the advertisement, hence making it easy for us to check up the results for advertising costs.

We also advertise our sales by means of a large illuminated billboard, which is located in the heart of the city at the entrance to the subway and railroad stations. Over the top of the board appears our well-known slogan, "Brighter Brooklyn," in large electric letters, while the billboard proper tells the story of some special sale or offer. Our customers never fail to see the messages of the "Edison Shop" when they come within eye-reach of this billboard.

We also make our electric truck do profitable service during the progress of a sale in the "Edison Shop." We attach to it a large canvas announcement of the delivery of the appliance on sale. It provides good publicity itself, and momentum to our other advertising.

In my opinion, the best ways to advertise your electric shop and to secure a maximum of new business may be stated as follows:

1. Sending out irons on a free trial,

the demonstrator following them up and closing the sale if possible.

2. Special Sales (monthly offers).
3. Special openings, receptions, demonstrations, etc.
4. Soliciting by women demonstrators in fertile territories, such as apartment houses.
5. Encouraging the salesmen to sell by means of liberal commissions.
6. Using the 'phone to call up a certain few customers to announce special sales. Advertise this list to your customers and see how quickly they will request to be put on this list so that they may receive advance notice of your specials.
7. Street car advertising, illuminated billboards, newspapers, etc.
8. Utilizing the bill envelopes. We enclose a return post card, described above, the results from which have been especially gratifying.
9. Displaying at shows and exhibitions. Offer the customer a half price ticket to get into the show, then give him a coupon which will entitle him to purchase appliances at a special show price.
10. Combination offers at Christmas time.
11. Special sales in June offering appliances suitable for wedding gifts.

Training Your Salesmen. Like all other good-sized central stations, we employ many solicitors to secure new light and power customers. It is my idea, in this connection, that every one of these men should be educated in the use and benefits of the household appliances. They come in contact with so many people every day that many opportunities are lost to sell our line of goods unless the salesman takes advantage of the occasion to suggest electrical appliances. Offer him a commission, or some other inducement, and he will quickly see that it is good business for him to turn in more than the occasional order for the iron, toaster or percolator. It is a splendid idea for the appliance manager occasionally to attend the meetings of the district salesmen, giving short talks on some seasonable appliance and thereby keeping up the interest of the solicitors.

Modest Furnishings Essential. A great many appliance shops are furnished in a manner which tends to drive away the ordinary customer. You will find some of them fitted out with decorations that are sumptuous and elegant and that have been specially designed by artists of experience and taste. I believe that too much elegance frightens the customer of ordinary means out of your shop without his daring to ask the price of any article. If, on the other hand, the shop is fitted up in a first-class business-like way, no one, either rich or poor, can feel out of place. It is the great middle class to whom we have to look to make our business a success. The woman who lives in an ordinary electric-lighted apartment will purchase an iron, toaster, percolator and possibly a vacuum cleaner, and she will use them to the fullest extent. The wealthy class is not in the majority. Occasionally, a woman of wealth will visit the shop and purchase several articles more than the middle class woman, but it is the latter who will appreciate the appliance more, talk it up to her friends, and really do the shop more good in the long run.

Delivery. If you are familiar with the fan-like shape of Brooklyn, you will realize what a tremendous territory we have to cover. The borough comprises many old towns and even cities which have been consolidated. Each of these groups has its own little business and residential center, and we

find it necessary to keep in commission a reliable electric delivery wagon capable of making from fifteen to twenty miles an hour. Such a vehicle should be considered part of the showroom of the bureau, should be of attractive design and kept in first-class condition.

Our wagon travels from forty to fifty miles a day, and sometimes more. However, during our special monthly sales, we sometimes find it necessary to depend on outside means for delivery. For instance, during



The Brooklyn Edison delivery wagon is a busy vehicle during special sales in the Edison shop.

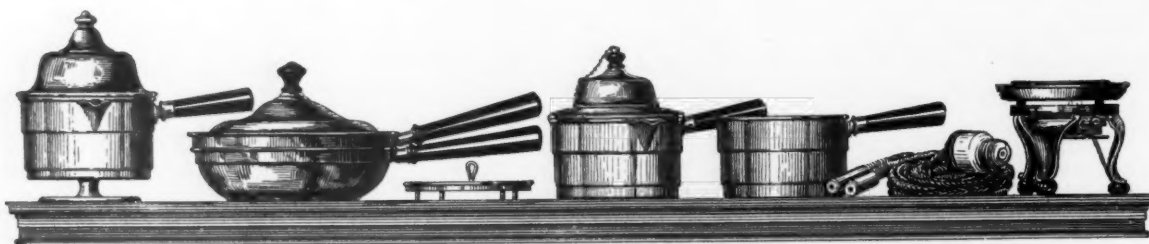
our recent electric stove sale, which I have already described, we sent out about 500 stoves by parcels post at a very slight cost, thereby saving our wagon for the larger deliveries or those in the more accessible parts of the town. We also deliver all our iron-cord repairs by parcels post. The customer gets them more quickly that way, hence is better satisfied, while the cost is so slight that it need hardly be taken into consideration. It therefore can be readily seen that we so combine the wagon with the parcels post as to reduce the cost of delivery to a minimum, while at the same time we ensure satisfactory service to our customers.

Service. Prompt delivery is one important angle of service; an ever-ready and complete stock another. Your ability to hold your customers depends on your customer's always being able to purchase any appliance that he wants right in your Electric Shop. We often receive an order for an appliance for which we have no general demand, hence do not care to stock. In all cases, however, we have secured the desired article for the customer and delivered the same as quickly as possible. We find that such service is the keynote to holding your customers.

In conclusion, let me make this final plea to all you other managers of appliance shops. Let us get together in a strong, determined, cooperative way to do away with the old methods of securing appliance business. Let us be merchants, selling our goods in a regular merchandising way in a regular electric store. Let us realize that the modern department store leads all other merchandising enterprises in successful management and business-getting. Let us therefore study the department store method of operation from every angle, and adopt it into our own business. We are all sure that no other retail enterprise is richer in promise than the electric appliance store, but it will take the keenest kind of merchandising enterprise to bring that promise to fulfillment.

T. J. Hanlon—A. H. Warren

T. J. Hanlon, superintendent of the street railway department of the Pensacola (Fla.) Electric Company, succeeds A. H. Warren as general manager of that company. Mr. Warren has been transferred to the Galveston-Houston Electric Company of Galveston, Texas.



With these parts, one electric stove makes a set of five electric utensils—\$22.00 complete



Uni-Set Stove \$6.50



Uni-Set Chafing Dish \$10.50



Uni-Set Tea Samovar \$12.00
The Samovar cover has a central opening adapting it for use as a baby milk warmer. An egg rack is also included.



Uni-Set Percolator \$13.00



Uni-Set Nursery Outfit \$14.00
The nursery outfit is made up of the Samovar and an inner vessel, converting it into a double boiler.

Announcing The Uni-Set

This is the first real electric cooking set of its kind at a moderate price. It is a compact, *practical* table cooking outfit.

For the moderate purse, the Uni-Set Stove with Chafing dish or any other single device is the start—the other Uni-Set parts shown here may be purchased separately from time to time, to complete the set.

This new Uni-Set, with the conveniences of electric cooking and the advantage of building up the set, is being advertised in over four million copies of such well-known magazines as the Saturday Evening Post, Delineator, Woman's Home Companion, etc., during December.

The Uni-Set will be one of the most popular sellers of the holiday season.

Send your order in today.

General Electric Company

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Boise, Idaho
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chattanooga, Tenn.
Chicago, Ill.
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Dayton, Ohio
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Philadelphia, Pa.
Pittsburg, Pa.
Portland, Ore.
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Salt Lake City, Utah
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For Texas, Oklahoma, and Arizona business refer to Southwest General Electric Company (formerly Hobson Electric Co.), Dallas, El Paso, Houston and Oklahoma City.
For Canadian business refer to Canadian General Electric Company, Ltd., Toronto, Ont.

Ideas for the Christmas Selling

A Few Definite, Practical Suggestions That Will Win You More Gift Sales.



THE Christmas time is a great opportunity for the man who sells electric household devices. It's a great opportunity—but it's a high-speed, hair-trigger opportunity that won't wait. There is always more time and more tide, next day, but Christmas not only won't wait, but it won't come back inside of twelve months. The preparation has got to be all done in advance.

Before you actually take pad and pencil and sit down to make definite plans for the "Holiday" selling, there seems to be little to do that is out of the ordinary. When December First arrives and the newspaper ads begin to cry Christmas, the wave of shopping commences, and the regular storekeepers apparently just stand back and receive it. It looks easy.

But don't take this too much for granted. The electric store isn't the department store. If the central station salesroom and the contractor's store are to enjoy the slice of Christmas pie that they deserve and can win, there are several things to be done.

In the first place, remember this. Though electric household appliances have become very popular as Christmas gifts, and are in many ways singularly appropriate, yet all the strength of custom and habit is against you. When the average man and woman makes up the Christmas List and goes out to spend the money and get it done, what happens? Christmas Gifts are supposed to inhabit the jewelry store, the toy store, the art store, the book and stationery store, and of course the department store. That is where the crowd goes, as a matter of instinct and habit. Advertisements, shopping gossip and inviting windows lead us into new places, but we are prone to hunt within the woods wherein the game has been known to abound.

Many thousands of electric appliances were sold as Christmas gifts last year. The number has been increasing enormously each season, yet in proportion it is still a very insignificant part of the holiday display. And the big problem before the electric store is how to attract the attention and interest of the great mass of Christmas buyers, with force enough to divert them from their old haunts.

The crowd is headed for the department store under the impulse of habit. They must be lured into the electric store before they spend their money.

How are you going to do it?

Fortunately it is a whole lot easier than it sounds, for the crowds want to be lured. The whole wide world is hankering for suggestions, and the kind of suggestions you have to offer are just the kind that appeal. The gifts you sell are the useful, serviceable gifts that are in best demand. They are sensible gifts and yet not those things that we all prefer to choose for ourselves.

Moreover, you have one great advantage over the older merchant's line, because your gifts are new. Every year there is a search for novelties; yet even in the department store, with all its scope and the almost endless possibilities for novelty in such a mass of merchandise as it presents, how much will there be, this year, that is

entirely new? And of that small percentage, how much will be in the "useful" class?

The electric home comforts are still novel as Christmas gifts. There are thousands of people who do not yet appreciate their appropriateness. But in their scope and variety they are infinitely appealing, and past years prove that the Christmas market holds a big harvest of profit for the electric store. The most important factor in the whole situation is the necessity for first securing the attention and interest of the public. If your Christmas goods are to be sold, everybody in town must realize what you have to offer and that they should at least come and see, before they buy elsewhere.

Here are twenty-five definite, practical suggestions for your Christmas selling this year. You must stimulate public interest in every possible way. You have many ideas of your own, already scheduled or in the making. Here are more that may not have occurred to you. Use them.

No. 1. Make Your Salesroom Look Christmas-y

The most important thing is to make your store and office bright with Christmas spirit. The shopper responds to the stimulus of holly, mistletoe, and a riot of Christmas trimmings. Do not spare effort or expense to make your entire establishment unmistakably a centre of Christmas suggestions.

No. 2. Your Window Display Features

There is unlimited opportunity for the use of Christmas window displays and the windows should be made to combine the two functions of attracting attention and showing the goods. That point should be kept in mind at all times. Remember that the display window is your most expensive and most productive salesman. It is the prominent window that makes the high rent, for this salesman talks to more people than all the others combined. See that it is your own sales-message that it gives.

Eye-catching features are invaluable in the Christmas window, but should not be introduced simply because of that quality, if they fail to impress the onlooker's mind with the goods you sell, after his attention has been attracted. Where there are two or three windows in a row, a purely spectacular display can well be used in one to make the other conspicuous.

The Christmas tree, the Santa Claus actor, the chimneyplace scene, the snow scene and similar typical Christmas and winter displays are appropriate devices for such spectacles, and at all times, there is nothing of such positive value as motion, such as falling snow, or smoke rising from a chimney. But this should always be tied to the Christmas Gifts you offer. The passing throng is eager for suggestions. Make your windows strong in the variety of their appeal. Be sure that every gift on display will be understood and its gift value appreciated. Use bright cards, with clear and definite lettering. Plan your windows now.

No. 3. Dressing the Goods for Christmas

Every appliance you sell should be wrapped in holly paper or packed in a holly box.

Use Christmas twine for tying up. Use plenty of cards to describe every appliance that can possibly be misunderstood. Use cards that bear Christmas decorations.

No. 4. Pre-Christmas Employees' Meeting

A week before the Christmas shopping starts, hold a booster meeting of your employees, not only salesmen and bookkeepers who may help sell, but delivery boys, meter readers, trouble men and everyone who may come in contact with the public. Take them into your confidence, tell them all about your big plans for Christmas, secure their cooperation so that every employee will be spreading the fame of the electric Christmas gift, and bringing people to the office.

No. 5. The Christmas Opening

The first week in December, hold a special Christmas opening on the night the decorations and displays are first installed. Have music and perhaps electric-made toast and coffee. Have a general exhibition with numerous demonstrations. Advertise it widely.

No. 6. Watch the Department Stores

Appoint one or two salesmen whose duty it will be to make the round of the department stores and other Christmas shopping centres every day, and bring back news of every favorable feature that appears. Many suggestions may be developed to strengthen your own influence on the market. Careful watch should be kept of all Christmas window displays to see what you can take advantage of.

No. 7. Christmas Demonstrations

Arrange a special demonstration for each day during the active shopping season. Advertise them in the newspapers, call the attention of the people in every way. Call them "Demonstrations of Useful Christmas Gifts." Have one or more attractive women who can demonstrate sweepers, washers, vibrators, curling irons, heat pads, polishing motors, percolators, practically the entire line. These demonstrations can be held in the rear of the store, but they should be featured prominently on conspicuous signs in the windows, and just within the entrance door.

No. 8. Out-Door Christmas Trees

Erect large Christmas trees in one or more of the prominent parks, trim it with multi-colored incandescent lamps. Advertise it widely as "a Christmas tree for the poor," or "a Christmas tree for all the people." Erect similar smaller Christmas trees on prominent corners in the shopping district, and on these trees display Christmas greetings to the public and advertise electric Christmas tree lights. Merchants will support you in this, as it stimulates the Christmas spirit and benefits them.

No. 9. Loan Tree Lights to Churches

Write a personal letter to the ministers and Sunday school superintendents of all your churches, offering to loan them complete equipments of Christmas tree lights to be used in their Christmas celebration.

Explain the fire risk where candles are used, urge the church officials to accept the lights and request that they announce to the congregation that electric Christmas tree lights will be used this year to make the tree lighting absolutely safe. Do this at least two weeks before Christmas, and see that the announcement is made on the next Sunday.

No. 10. Advertise Past Christmas Fires

Search the files of your local newspapers for the last few years and clip out all articles describing Christmas tree fires. Reproduce items in your newspaper advertising to call the attention of the public to the danger of using candles. This resulted in the sale of 1,500 Christmas tree outfits last year in St. Louis.

No. 11. Offer Appliances in Groups

As an incentive for the shopper to buy more than one appliance of a kind or to select many gifts from the electric home comforts, offer special prices on groups of different appliances or on several of a kind. This introduces a bargain feature that appeals strongly and encourages the shopper to buy several gifts at the same time.

No. 12. Deferred Payments Bring Business

Many companies—notably Denver—offered deferred payments last year for all household appliances bought for Christmas gifts. Gifts were sold and charged and no bill rendered until January 15. This attracted many sales and influenced the shopper to buy appliances costing considerable more than she had intended to spend for the single gift.

No. 13. Send Gifts on Approval

In cases where inquiries have been received or salesmen have recommended some appliance to the prospect, deliver the device on approval as a Christmas gift suggestion. Enclose literature describing other appliances, and the deferred payment offer. Pack all appliances in a holly box, and wrap it in holly paper.

No. 14. Make an Exchange Offer

In each box containing a Christmas gift, place a printed card stating that if the gift is not found desirable in every way, it may be brought back to your Company and exchanged for equal value in any other appliance.

No. 15. Hold a Sale for Charity

Select some popular charity and donate a generous group of household devices to be sold for the benefit of the Institution chosen. Display the appliances in the window, and advertise the sale at a set price, as a raffle or to the highest bid received by a given date. This scheme was successfully featured in New Orleans last year.

No. 16. Confidential Canvass of Men

Make a thorough canvass of the business men. The salesmen can call on each one at his office and suggest an electric sweeper, fireless cooker or other household appliance, as an appropriate gift of rest and comfort for his wife, married daughter, mother, or other near relative. The Company can agree to keep the matter confidential and make the delivery on Christmas eve, use the special Christmas wrappings, and the purchaser's card can be enclosed. This canvass should be made about two weeks before Christmas. Men put off the Christmas shopping until the last week and will be

favorably disposed towards purchasing a group of appliances to get the job done. Separate delivery should be made for each appliance.

No. 17. Push Decorative Lighting

Make a special offer to interest the public in the broad use of the electric Christmas tree light outfits. Hundreds of these outfits can be sold for decorating tables, balustrades, entrance doorways, and the like.

No. 18. Electric Signs on Wagons

Equip your delivery wagons with electric miniature lamp-letter signs, reading, "Electric Christmas Gifts." Signs should be in plain letters in a square red lamp border. Similar signs can be sold for equipping the department store delivery wagons, operated from batteries under the driver's seat.

No. 19. Telephone Suggestions

During the last week of Christmas shopping, call up a dozen homes, immediately after breakfast time, and suggest that, in the rush, the shopper may not have called at the Electric Store. Explain the group offer and the deferred payment plan, and make an appointment for a definite hour that day when the prospect will call and ask for a definite salesman or saleswoman. This will bring many purchasers and make many sales.

No. 20. A Gift Suggestion Booklet

Much will depend on your advertising. The basis of this should be a bright and appealing booklet of Christmas gift suggestions. You must let the people know what you have to offer them. This booklet should be distributed in large numbers so that no one can overlook it.

No. 21. Customers' Christmas Discount

Last year in Mobile, a letter was sent to every consumer, offering as a Christmas gift from the central station, a special discount of \$1.50 on any appliance purchased. This letter brought many inquiries and effected a large number of sales.

No. 22. Newspaper Advertising

Take advantage of the excellent Christmas electrotypes offered by the manufacturers. These cuts are invaluable in making your newspaper ads compare favorably with those of the department stores.

No. 23. Feature the Gifts of Service

Emphasize strongly, in your advertising, the concrete rest and health features of your labor-saving appliances as the best gifts for our own people. Show that there is a wide variety in electric appliances—gifts of luxury, gifts of personal convenience, gifts for a woman, gifts for a man, gifts for the household, etc.

No. 24. The Gift for the Unwired House

Advertise strongly and widely to the occupants of unwired houses that the best gift they can make their families is to have their houses wired for the electric comforts. Have the salesmen carry the message to all the best prospects.

No. 25. Festoon Lighting for the Stores

Sell festoon lighting to the storekeepers. They will appreciate the reminder as they are in the market for anything that will add Christmas spirit to their stores.

Convention Plans of Commercial Section, N. E. L. A.

The Commercial Section of the National Electric Light Association has already begun to lay plans for next year's convention in Philadelphia. For one thing, it has been decided to limit the number of papers to be presented at any commercial session to two, thus allowing ample time for discussion. The papers will also be broadened in scope so as to cover the commercial work of the entire central station industry, regardless of the size of the company. The revised edition of the "Electrical Solicitor's Handbook" will probably be ready for distribution by January 1, 1914. The idea now is to issue quarterly, detachable leaves contained in a leather binder. Data, formerly appearing in the "Digest," will be included in the work.

That Chicago Washing Machine Contest

The October issue of *Electrical Merchandise* contained an interesting account of the electric washing machine cost contest which was recently conducted by the Electric Shop of Chicago. A prize of an \$85 Federal Electric Washing Machine was offered for the most accurate estimate of and the article that best described the saving made possible by the weekly use of the electric washing machine. Some 500 estimates were received from all sections of Chicago, and the contest developed a number of sales and a strong follow-up list.

Through a misunderstanding, *Electrical Merchandise* gave credit for the contest to The Electric Club of Chicago instead of the Electric Shop, and we take occasion here to correct the error.

William M. Lewis

William M. Lewis has resigned as manager of the Rockville-Willimantic Lighting Company, which operates electric light and gas plants in the Connecticut towns of Rockville, Willimantic and Stafford, to accept the management of the Grand Rapids-Muskegon Power Company of Muskegon, Mich. At a farewell dinner given in his honor at Rockville, Mr. Lewis was presented with a gold watch by the employees of the three plants.

E. D. Chapman—J. J. Cramer

E. D. Chapman succeeds J. J. Cramer, resigned, as manager of the City Heating & Lighting Company, Fostoria, O. Mr. Chapman formerly was located at Tiffin, Ohio.

Homer Rickard

Homer Rickard has resigned from the Maryville (Mo.) Electric Light & Power Company to accept the managership of the Hamilton (Mo.) Electric Light Company.

Frank H. Evans

Frank H. Evans, formerly new-business manager of the Public Service Gas and Electric Company of Plainfield, N. J., has been appointed commercial agent of the La Crosse, Wis., Gas and Electric Company.

M. L. Sperry

M. L. Sperry, local manager of the Savannah (Ga.) Electric Company, has been transferred by Stone and Webster to the New London (Conn.) Gas & Electric Company.

W. T. Maddox

W. T. Maddox has resigned as assistant general manager of the Utah Light & Railway Company of Salt Lake City, Utah.



Our lighting engineers are experienced industrial experts whose practical application of illuminating engineering principles to actual mill or factory needs increases the

Industrial Lighting Installations

of Buckeye customers and agents. Those who handle

Buckeye Lamps

find

Buckeye Cooperation


both practical and profitable

The Buckeye Electric Division

National Lamp Works of General Electric Co.

CHICAGO CLEVELAND PITTSBURGH

H. E. WELLS, AGENT, DALLAS, TEXAS



Putting Electrical Education to Use in the Home

A recent issue of *Popular Electricity* published an interesting commentary by Stephen Innes on an electrical course, which is offered in a suburban high school near Los Angeles, and the effect it has had on at least one local home.

"The pretty girls of the Hollywood High School in the suburbs of Los Angeles are being given a course in electricity this year that is in advance of anything offered heretofore in the curriculum of the public schools. This course is intended to be a part of the practical preparation of housewives in the art of taking care of their homes, and the girls are being taught the mechanism and use of electrical apparatus and how to increase household comforts and reduce expense by having a practical knowledge of the newest electrical devices.

"Prof. Claud Sandifur, the instructor in this course, has worked out an interesting series of lessons for the girls, taking the theoretical and making it practical and the study of electrical problems has become very popular with the girls. It is interesting to see these students dressed in their pretty middy suits, with perky bows in their hair, absorbed in their study of electricity.

"A few days ago I called at the home of one of the cleverest of the girl students to ascertain just what practical effect the course is having. I was met by the girl's mother.

"Yes, indeed, Gertrude is bringing in new ideas constantly for the operation of the home in a more desirable way," she declared. "Gertrude is in school now, but I will show you how many electrical aids we have now as a result of Prof. Sandifur's suggestions to the girls." She pointed to a pretty heater that was very ornamental, in a corner of the drawing room.

"That is all the heat we need at any time in Hollywood," she said. "You see how pretty and clean the heater is and it is always so. We carry it to any room, which it heats most efficiently and economically.

"We are gradually depending almost entirely upon the electrical chafing dish for our cooking, as the girls at school are obtaining new ideas every day for its practical use. Gertrude has been speaking lately of an electric oven which we may have in the kitchen when we require more elaborate cooking. These electrical devices are proving so serviceable and so convenient that I am just as enthusiastic about them as my daughter is."

"I found that the lights in this bungalow home are arranged to give the greatest service at the least cost, for Miss Gertrude's scientific touch was apparent in every plan and fixture. Then there were other devices such as irons and toilet aids. It was a pleasure to visit this home into which a clever school girl had introduced so many electrical comforts in a scientific way. It made an added proof that electricity is destined to play a very much greater part by far than many of us imagine in making this world a comfortable place to live in and a joy for human beings."

This kind of thing is really encouraging.

Not only do girls, educated in the electrical way, become too keenly alive to the comforts and conveniences of electrical housekeeping ever to be satisfied with any other method, but they are a potential force in arousing the discontent of their mothers against the old, hard, disagreeable ways of keeping house. The above incident is only one of many that must be available, and it certainly behooves the central station

to encourage and help electrical education in the schools, and to do a little "home educating" of its own in sections where the uses of electricity in the household are successfully taught to the girls.

Edison Purchasing Agents Meet

The annual meeting of the Association of Edison Purchasing Agents was recently held at the Hotel Otesaga, Coopers-town, N. Y. The following officers were elected: President, R. Huntley, Purchasing Agent, Buffalo (N. Y.) General Electric Co.; First Vice-President, J. B. Eaton, Purchasing Agent, Rochester (N. Y.) Railway & Light Co.; Second Vice-President, J. H. Hunt, Purchasing Agent, Pacific Gas & Electric Co., San Francisco, Calif.; Treasurer, Andrew Banks, Purchasing Agent, Consolidated Gas, Electric Light and Power Co., Baltimore, Md.; Secretary, H. F. Frasse,

purchasing agent, Edison Electric Illuminating Co., Brooklyn, N. Y.

Officers for New England Vehicle Section

At a recent meeting of the New England Section, Electric Vehicle Association of America, the following officers were elected for the ensuing year: Chairman, J. A. Hunnewell, Lowell, Mass.; Vice-Chairman, E. S. Mansfield, Boston, Mass.; Secretary-Treasurer, L. L. Edgar, Boston; Executive Committee, Day Baker, F. M. Kimball, F. N. Phelps, H. T. Sands, F. J. Stone, H. F. Thomson, Albert Weatherby, C. A. White, P. E. Whiting.

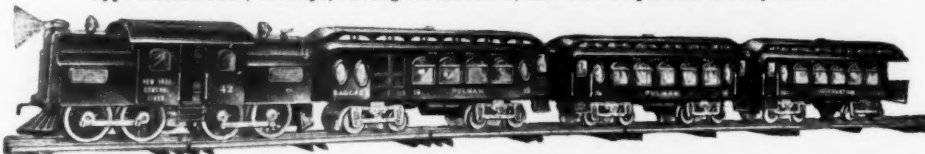
C. A. Semrad—W. L. Kemper

C. A. Semrad has succeeded W. L. Kemper as manager of the Cheyenne (Wyoming) Light, Fuel and Power Company.

LIONEL ELECTRIC TOYS

STANDARD OF PERFECTION FOR THE PAST FOURTEEN YEARS

LIONEL ELECTRIC TOYS comprise a complete line of Miniature Electric Trains, Steam and Electric Type Locomotives, Trolleys, Racing Automobiles, and New Departure Battery Motors



Above is illustrated one of the many Lionel Train Combinations, which are mechanically and electrically perfect, and guaranteed unconditionally.

LIONEL ELECTRIC TOYS can be operated from the house lighting circuit, either direct or alternating, by the aid of LIONEL CURRENT REDUCERS. They will operate any make of electric toys, and are best and cheapest.

We sell more Electric Toys to electrical dealers throughout the country than all other manufacturers of electrical goods combined.

Your jobber carries and recommends LIONEL ELECTRIC TOYS. Send for complete catalogue, and let us quote attractive discounts.

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381 BROADWAY, NEW YORK



DRUID GLASS

Stonehenge Design

A new pressed opal.

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Good illumination efficiency, excellent appearance, wide adaptability, and the right price.

Write for Bulletin No. 560.

HOLOPHANE WORKS

OF GENERAL ELECTRIC COMPANY
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The Electrical Merchant in His Store

A Department of Advice and Suggestion on Store Equipment and Operation, Edited by D. B. Bugg,
an Expert on Retail Merchandising.

The Common Sense of Selling

The Simple Motives and Methods That Underlie the So-Called Psychology of Selling Goods

By D. B. Bugg

[This is the first of a series of articles which will appear in *Electrical Merchandise* under the general department-head of "The Electrical Merchant in His Store," all written or edited by Mr. Bugg. The central station man and the contractor are living too close to their own point of view, at the present time, to make good merchants; and the principal reason is that they are both so eager after business that they do not take time to study the other merchant—the man with the department store—and find out what makes him a merchandising success. Mr. Bugg has undertaken the task of laying these simple secrets before you.

What Mr. Bugg will say in these articles will be worthy of a very serious consideration, for he talks to you with authority. His knowledge has been gained in the active study and practice of retail storekeeping. He is an acknowledged expert in matters concerning the organization, equipment and operation of the shop that sells to the general public. His judgment is proven and free from all the habits and prejudices that tend to make the electrical man look upon the situation as a problem all his own. To the central station man and the contractor the riddle is apt to be—"How can we sell more electric home comforts in our town?" To Mr. Bugg it is simply a question of what methods shall be applied to develop a stronger popular interest and demand for this particular line of merchandise.

As announced on the editorial page, these articles will consist of definite and practical suggestions for the more efficient utilization of the store display spaces, the better trimming of the windows, and the other day-to-day details of modern storekeeping. And Mr. Bugg will be very glad to discuss, through these columns or by letter, any local merchandising problems that may be troubling any reader of *Electrical Merchandise*. Write to D. B. Bugg, in care of *Electrical Merchandise*, 17 Madison Avenue, New York City.—Editor.]



IF I were seeking high-sounding phrases, I should probably use the word "psychology" or one of its derivatives in the title of this article. It seems the fashion now-a-days to describe the simple things in life with words which must be analyzed and dissected before their meaning becomes clear. The schoolboy will add 2 and 2 and call it a "sum;" the savant will call the same operation a "mathematical calculation." But, call it by whatever name you will—the result is 4 and always will be.

Much has recently been written and said about the "psychology" of selling and the use of this word has done harm; it has enshrouded a simple subject with a mantle of complexity. Those who have not delved deeply have wondered what mysteries were veiled by this wonderful word; those who have bravely groped their way through pages of printed text have discovered in the end, that the psychology of a subject is simply the application of common sense to that subject.

And so I justify my title, "The Common Sense of Selling," rather than "The Psychology of Selling."

Much as it pains me to say it, I must affirm that in the selling of his merchandise, the electrical merchant is left at the post when compared with the vender of spool cotton, gingham, boots and shoes, neckties, umbrellas and Roquefort cheese. Yes, even the humble delicatessen dealer could tutor the electrical appliance merchant.

Lest all the readers of this journal take offense at this general statement, I hasten to add that there are a few notable exceptions; and to these I proffer my congratulations; to the others, I address these remarks, in the hope that they may serve in awakening the laggards to a full appreciation of their condition.

Again, by way of explanation, I would add that the somnolence which is abroad in the land affects both the little and the

big. The electrical contractor who thinks he has become a full-fledged merchant by the purchase of a few hundred dollars' worth of merchandise is as open to criticism as the big central station whose investment in appliance stock runs into the many thousands; yet is comparatively so small an item that the boy who dusts it, is the only one who gives it much thought.

Somewhere or other (in the Bible, I think) there is a phrase which reads, "line upon line and precept upon precept." It describes the manner by which knowledge should be gained—gradually and by persistent effort. Therefore, as a precept I am going to relate an experience which I recently had in the salesroom of a central station. Then, I am going to tell how (in my opinion) this particular salesroom could improve its selling methods. Anyone who doesn't agree with me is welcome to criticize my statements; but, I believe that a great many central station salesrooms are doing business today in a manner nearly identical with the one I am to tell about.

I will prefix my story with the statement that this criticism is of the constructive sort and is intended to be beneficial in its nature.

I am building a new house. The other day I telephoned to the office of the electric light company and asked them to install a meter. I was informed that it would be necessary to make a certain cash deposit to insure the payment of the bills. As I was in somewhat of a hurry to have the connection made, I dropped in the office that same afternoon, signed the application blank and made the deposit in cash.

The front part of this office was occupied as a salesroom for electrical appliances. The cashier's desk and the other offices were in the rear part of the room. After completing the transaction I began looking at the different appliances to see if I could make use of any of them. I was thus occupied for fully ten minutes and roamed about the place at my own sweet will, without any attention being paid to me. Finally I found

a utensil which I thought I might possibly use. I wanted to know something about it and I walked back to the cashier's desk and asked that individual if someone could wait on me. The cashier turned around to a group of young men who did not seem to be busy at any particular task and called to one of them, "Hey, Smithy, wait on this gentleman, will you?" "Smithy" came out with all possible speed and waited on me in a thoroughly intelligent manner. He took great pains to show me everything that I wanted to know and seemed very anxious to please.

Now, I suppose that no one but a super-critic would find anything in this incident deserving unfavorable comment. But if perfection is a desirable end, it is far from attainment in this salesroom; and, I want to point out some of the ways in which improvement could be made.

In the first place, as soon as the cashier had given me the receipt for my money, either he or someone else particularly delegated to do so, should have suggested to me that I look over the appliances to see if I could not make use of one or more of them in my new home. Overlooking this omission, certainly someone in the office part of the room should have kept his eyes on the salesroom and should have been out there ready to wait on me as soon as I paused to look at anything. I was a prospective purchaser of electrical merchandise as soon as I signed the application blank. I was a better prospect after I began looking at the appliances. And yet I was forced to hunt up someone to wait on me. Again, when the cashier called to the salesman, he should not have addressed him by the name of "Smithy." No matter how well he may have been acquainted with him, in my hearing he should have been addressed as "Mr. Smith." The name of "Smithy" belittled both him and his position. I am very sure that I would have felt more impressed by what he told me, if I had thought that he was of sufficient importance around the place to deserve a dignified appellation.

Furthermore, while Smith seemed to know his business thoroughly, the information that he gave was limited to the few articles that I inquired about. He did not suggest that I might find use for other articles. On my way out, I espied several little piles of booklets, which gave information about a variety of things electrical. I asked the salesman if I might have some of those. He readily handed me a full assortment, but I was compelled to ask for them.

In every way this salesroom was beyond criticism—except in the most essential feature—the efficiency of the human element. The arrangement of the merchandise was good. It was well displayed and everything was neat and clean. But from all indications, these virtues were depended upon to make sales.

In the most efficient sales organizations, it is well known that sales are derived from prospects and every possible energy is expended in locating prospects. And yet from all visible evidence, this salesroom considers its prospects of slight importance. Of course these remissions were of no great consequence and probably would not have been noticed by many people. But it is a safe prediction that the amount of sales of appliances in this salesroom could be doubled or trebled, if attention were paid to these small things.

Go into the nearest department store and pause before a counter. If it is an up-to-date store, a clerk will be ready to wait on you before you can give a second look at any article. The natural answer to this is that the store clerk has but one occupation and that is to sell goods. True that is and the central station that sells electrical merchandise, often does not do enough business to warrant the employment of a special sales clerk. Nevertheless, when a prospective customer comes in sight, every possible effort should be made to turn that prospect into a purchaser.

It is unnecessary to point out each shortcoming in the sales method of the central station. These shortcomings exist in profuse quantities and they can be eliminated only by persistent effort. Try it for the next six months and see what happens.

Pittsfield Real Estate Men Use Improved Central Station Key Tag.

H. W. Derry, contract agent for the Pittsfield (Mass.) Electric Company, is placing a key tag in the hands of all the local real estate dealers. The tag is made of tough linen and has a strong, metal clasp upon which the key can be snapped easily and securely. On the face of the card, appears the real estate man's data, such as the street number and suite number of the house or apartment; the selling price or renting charge; and the request to return the key to the real estate agent whose name appears on the tag. On the back of the tag, appears the following central station advertisement: "For Electric Light, Phone 947, Pittsfield Electric Company, New Bus. Dept., Eagle St."

The tag is of direct benefit to the real estate brokers, and tends to promote friendly relations between them and the central station. Mr. Derry also claims that it is a successful advertisement for his company.

G. L. Pearson

G. L. Pearson has resigned as general manager of the Central New Hampshire Power Company of Brattleboro, Vt.

New Slogan Sign for Waterbury (Conn.) Central Station

The United Electric Light and Water Company of Waterbury, Conn., apparently has been very successful in making its office and vicinity a particular bright spot. One

The slogan sign reading, "Electricity for Everything," is twenty feet high and thirty-five feet long, and contains 568 ten-watt mazda lamps. The letters are each forty inches high. The outline contains 509 fifteen-watt lamps. The boulevard posts



With its new slogan sign and electric outlining, and modern street lights near by, the office of the Waterbury (Conn.) central station is not easily missed by night

of the pictures on this page is a night view of the company's office building, showing the electric sign and outlining, and a portion of the installation of twenty-four ornamental lighting posts which surround the "Green" in the immediate neighborhood.

are operated on a ten-year contract with the City of Waterbury.

B. H. Gardner is the sales manager of this progressive company which operates in Waterbury, Naugatuck, Cheshire, and several other Connecticut towns and cities.

What We Did In SCRANTON, PA.

We Can Do For You—In Proportion

We put our men into the territory of the Scranton Electric Company on March 15, 1911. In two years, we connected 2222 small homes and stores.

These 2222 customers *could not have been secured* without a flat rate controlled by the Excess Indicator.

Moreover, throughout this period we worked, gains in meter accounts have increased more than normal.

In your city hundreds of similar small homes and stores are now beyond your reach. We can make them profitable customers for you—just as we did in Scranton.

Let us give you the figures—the evidence—the signed statements of the Scranton Electric Company officials.

EXCESS INDICATOR COMPANY

Westinghouse Bldg.

Pittsburgh, Pa.

NATIONAL MAZDA

THE QUALITY LAMP

Paying a Dollar Bill with 34 cents

This is the gist of one of our big fall ads. in the Saturday Evening Post and other leading magazines.

The arguments forcibly presented in the copy will sell lamps only mentally. It will convince the people in your locality who want better light that they need better lamps—those in the blue National MAZDA carton.

But the real lamps—the real cartons—are in your store. It is the vital point of contact between the advertisement and the sale.

Make your store the distributing point in your city.

Now is the time for the effort. Use your newspapers, windows, telephone and mails. There's no kind of merchandise in your store today that will get more publicity—that will be needed more—called for more frequently—or sold more readily—than National Quality MAZDA lamps.

For free advertising helps—newspaper copy and cuts, window display, etc.,—address any of the member divisions of the National Lamp Works, the lamp labels of which are shown here.



NATIONAL LAMP WORKS

OF GENERAL ELECTRIC CO.
CLEVELAND, OHIO

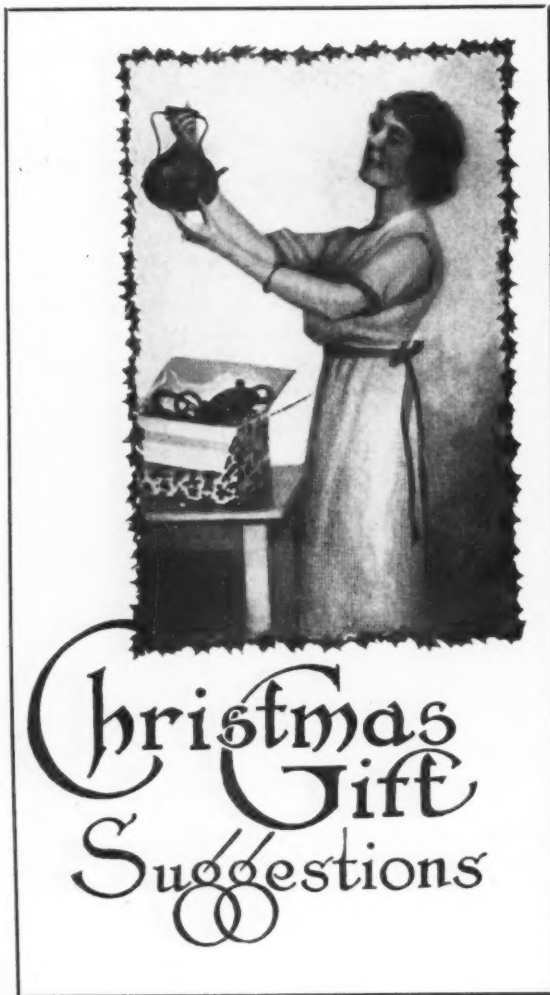


"Do It Electrically."



EACH OF THESE LABELS
IS A GUARANTY OF
NATIONAL QUALITY





This Booklet Will Sell Christmas Gifts

Send them out the first week in December to every home in your territory.

The Christmas shopper won't come to you unless she knows what you have to offer.

But every gift you sell will use current for years.

And there's a regular merchant's profit on every sale.

This is a clever, attractive and appealing booklet. A beautiful two-color cover—same on both sides. Either-side-up is right-side-up. Lots of appliance pictures and artistic decorations. It tells why Electric Christmas Gifts are best—and all about them. Quick-and-easy-to-read. Looks very Christmas-sy.

Don't waste the Christmas opportunity. Send out this booklet of "Christmas Gift suggestions." It will sell hundreds of household appliances that will use juice for years.

Prices:	25,000 or more	1	8-10	cents	per	copy
	10,000 to 25,000	2	"	"	"	"
	5,000 to 10,000	2	1-4	"	"	"
	1,000 to 5,000	2	1-2	"	"	"
	500 to 1,000	3	"	"	"	"
	Less than 500	4	"	"	"	"

Send Your Order
AT ONCE

THE RAE COMPANY

PUBLISHERS

17 Madison Ave.,

New York City

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

NOVEMBER, 1913

SHUCK THE CORN

The old story of the man who went to the poorhouse rather than shuck and shell the corn crop that lay waiting in his own field is not as foolish a parable as it sounds. It doesn't take a very long stretch of imagination to compare it to the case of many central stations at this season of the year.

Christmas is coming. Christmas, to the department store, means three weeks of concentrated opportunity, that is worth a preparation effort, begun in the springtime and continued throughout the year. It is an ever-present factor that features constantly in all plans. It is worth the trouble because it pays the profit. It is the great high-spot on the calendar of the retail merchant.

Of course, the central station is a young merchant, young both in experience and in reputation, and many of these sustaining traditions have yet to become automatic. But the central station has entered the retail field by the act of selling goods to the householder. It has become a merchant competing for the family trade, and for three reasons—(1) there is much profit in selling appliances, (2) there is more profit in the current consumption that follows, and (3) there is a growing popular demand for the goods that it seems can be cared for most expediently in this way. Whether the lighting company will entirely withdraw from this field when the independent electric store has developed to the point of offering full satisfaction and stimulation to the market is highly probable but remains to be seen. In the meantime the central station is actively in the game, and if it is a good thing to sell any appliances, it must be a much better thing to sell all the appliances that the public can be induced to want and to buy and to use.

The popularity of the electric home comforts as Christmas gifts has been increasing tremendously with the last few years. They are singularly appropriate and particularly in tune to the modern spirit of Christmas giving. The Christmas shopper this year will search persistently for useful gifts that express a personal thought and render a personal service. She will readily recognize

the fitness of the goods you sell, and respond—if she hears about them and realizes what they are and where they are and gets a chance to see them in her own two hands.

The most fortunate factor in this Christmas opportunity is the peculiarly favorable attitude of the buying public. The season brings a unique state of mind. There are but a few short weeks and the actual shopping period of the average individual is usually concentrated within a few days of anxious rush. The shopper is eager and grateful for suggestions and will act on them promptly. She lays aside the habitual tendency to look for something better and hastens to buy, if "it will do," and to check another name off the list.

Your success in the Christmas competition will depend mainly on two things. You must let *everybody* know what you have to offer. You must make your salesroom look "Christmas-sy." Pile on the Christmas spirit. Make your suggestions the most appealing and far-reaching, and yours will be the profits.

But the corn has got to be shucked before you can enjoy it.

Make your preparations adequate and in time. The manufacturers offer a wide variety of suitable appliances, with holly boxes and wrappings. The market provides material for advertising and decorations. You can make your store the most conspicuous centre of shopping suggestions, in your town.

But it will need plenty of preparation.
Shuck the corn—now.

AN EXPERT AT YOUR SERVICE

The electric store, that is a store and pays its own way, as a separate enterprise, is a comparatively new institution. It is an unaccustomed adventure to the central station man, that is engaging him in new commercial problems. It looks a very different field to the electrical contractor, as compared with his habitual past. It appears to many as though a new art and science must be developed to take care of this fast growing infant industry. And yet there is really nothing new about it, except the purely minor details.

Bartering or "selling goods," in modern parlance, is the oldest commercial practice in the world. What the retail merchant knows today, is the instinct and acumen that has evolved through the ages. Local details of application will differ but basic factors remain pretty much the same, no matter what the merchandise nor who the merchant. And what the electric store man is needing more than anything else right now, is nothing more mysterious or complicating than the simple common sense of retailing, a matter which the regular merchant has inherited with his generation, but the electrical man heretofore has not been concerned with.

ELECTRICAL MERCHANDISE has been fortunate

in interesting in the cause of the electric store, a man who is wise in the ways of successful merchants, and the hows and the wheres and the whens and the whys that lie behind. Mr. D. B. Bugg is an expert in the organization, equipment and operation of retail stores. He has for many years been acting in an advisory capacity to the general retail and department store trade, contributing ideas and suggestions for more efficient and productive merchandising. He has consented to provide a series of constructive articles, for publication in this magazine, that will analyze the market problem of the electric store, from the professional merchant's unbiassed point of view. These articles will appear monthly from now on, and take up step by step, through simple and definite suggestion and advice, the various essential principles that should underlie the operation of the show window, the store display, the special sale, the printed advertising and the other factors of the modern store.

It is Mr. Bugg's intention to go into the study of this subject very thoroughly. He will undertake to give specific recommendations for the operation of the display windows, for instance, that will entail the actual arranging and photographing of a large number of model windows. An ample assortment and diversity of appliances will be secured from the manufacturers for this purpose. It will mean much study and labor and considerable expense, but it is believed that the results will be of the highest value. It will produce a wealth of suggestion of the definite, do-it-this-way kind that the man in the electric store can utilize, not some day, but now.

Mr. Bugg's first article, a preliminary message entitled, "The Common Sense of Selling" appears in this issue. Read it. Watch for the material that is to follow. And remember that it is the opinion of a man who knows. Also, bear in mind that Mr. Bugg will welcome any questions as to specific, local conditions that may be bothering any reader of ELECTRICAL MERCHANDISE, and offers his services, without charge, in so far as he may be able to lend advice and assistance through the mail and the columns of this magazine.

This service aims to do more than the words denote. Send us photographs of your windows and store interiors and Mr. Bugg will be glad to make suggestions for better arrangements and display. Send us samples of the advertising matter you are using, both booklets and newspaper copy, and we will be glad to offer you constructive criticism and suggest ideas for a more effective influence. Tell us your plans for the Christmas weeks and Mr. Bugg will do his best to point out further opportunities. In every case please write an ample letter explaining clearly the location of your store, with a brief account of what methods you have employed heretofore.

We have placed an expert at your service. Use him.

The New York Electrical Show

Its Central Station Exhibits; Some Account of Its Many Interesting Features



THE Electrical Exposition and Motor Show for 1913 was held in the Grand Central Palace, New York City, October 15 to 25. There were over one hundred exhibits, and it took the full capacity of three

floors to house them all.

Of course, every fair must have its spectacular features, and certainly the sponsors for the New York Electrical Show were successful in securing several particularly strong and valuable special features. From the viewpoint of the business man, however, the spectacular features by no means accounted for the real atmosphere of the show, which was one of busy-ness, and minus frills.

For the most part, both the central station and manufacturing exhibitors succeeded admirably in filling their booths with everything electrical for home, shop, office, factory



What ten cents worth of electricity will do in Brooklyn for every kind of work was the big, popular idea of the Brooklyn Edison exhibit.

and farm, and in placing earnest young men and women behind the counters who took their sales work seriously.

New York Edison Company's Exhibit

This company's exhibit was very broad in its scope and was perhaps educational rather than strictly commercial in its purpose. A model electric laundry, equipped with washing and wringing machines and other labor-saving appliances, was shown. The company's cooking and heating department operated an electric grill and tea-room, where all the eatables were cooked by electricity. The educational bureau exhibited the work of the school for the company's employees. An electric hospital showed what the bureau of electrotherapeutics could muster in the way of electrically operated medical and surgical appliances. The bureau of illuminating engineering showed a display of the new "Nitrogen Lamps," and the advertising department, drawings of the various Edison productions, which were also distributed from this booth. The model print shop on the second floor issued "The Electrical Exposition Daily," a miniature reproduction of the big dailies with "news of the world" secured by "army wireless," or via the "navy radio station."

Brooklyn Edison Company's Exhibit

The exhibit of the Edison Electrical Illuminating Company of Brooklyn filled three booths and was the central station commercial feature of the show. And big as this exhibit was, it was dominated by one idea—"What 10 Cents Worth of Electricity Will

Do," and it was designed, for the most part, to reach people of moderate means—the kind of people who make up the great average of every public show attendance.

"What Ten Cents Worth of Electricity Will Do" was first demonstrated in the home—ten cents worth of electricity in the tungsten-lighted home; ten cents worth of electricity in the home equipped with electric cooking and heating utensils, and all the other standard appliances.

The same idea was carried into the power section, where industrial applications of the small electric motor were demonstrated. It was shown that for ten cents, a motor-driven garage pump would inflate 600 automobile tires; a motor-driven meat chopper would grind 400 pounds of meat; a meat slicer would cut 15,000 slices of meat; a coffee mill would grind 600 pounds of Mocha or Java; and so on through a long list of motor-driven devices including portable breast drills, bone grinders, washing machines, buffing and utility motors, sewing machines, magnetic chucks, water pumps and ozonators.

The Brooklyn Edison Company also showed in its "Home Electrical" a lighting installation for parlor, dining room, kitchen, and hall in the home of a family of moderate means. Over the exhibit were the now well-known words, "Your House Wired Complete for \$49.00."

But the most interesting commercial feature of the Brooklyn display was the manner in which it was localized and made to boost for Brooklyn at every point. The problem was to impress the visiting citizens of Brooklyn (and prospective citizens) with the enterprising activity of the Brooklyn central station and the facilities and advantages it offers the people of that over (or under)-the-river borough. And so, besides every appliance on display, was the card explaining what work it would do for 10 cents, in Brooklyn. And the most positive impression you received from these cards was that these wonders were worked in Brooklyn. It was an ingenious advertising stunt that carried. And at the same time, special Electric Show prices were offered to residents of Brooklyn on all appliances delivered in that borough.

Other Central Station Exhibits

The United Electric Light and Power Company of New York in a very large booth, showed a model electric kitchen equipped with all the electrical cooking appliances that can be used in the home. The company's \$69.00 house-wiring proposition, now in active campaign, was also featured. A handsomely furnished reception room formed the central portion of the booth. The New York and Queens Electric Light and Power Company demonstrated by means of charts, illuminated colored pictures, and the stereomograph, the many advantages in Queens for manufacturers and suburban residents. The purpose of this exhibit was not to sell appliances, but to advertise a locality—to induce people to move into Queens. The exhibit of the Yonkers Electric Light and Power Company was also largely statistical and pictorial.

The Manufacturers

Conspicuous among the manufacturing exhibits were those of the General Electric Company of Schenectady, N. Y., the Westinghouse Manufacturing Company of Pitts-

burgh, Pa.; the Hurley Machine Company of Chicago; The Conlon Electric Washer Company of Chicago; The Federal Sign System (Electric) of Chicago; the Hotpoint Electric Heating Company of Ontario,



"Your House Wired Complete for \$49.00" was another leading message of the Brooklyn display.

Calif.; Simplex Electric Heating Company of Cambridge, Mass. (represented by Roger Williams of New York); the Tungstolier Works of the General Electric Company, Edison Storage Battery Company of Orange, N. J.; The Electric Storage Battery Company of Philadelphia, Pa.; The General Vehicle Company, Inc.; National Electric Lamp Association; and S. R. Bailey & Company of Boston, Mass.

Special Features

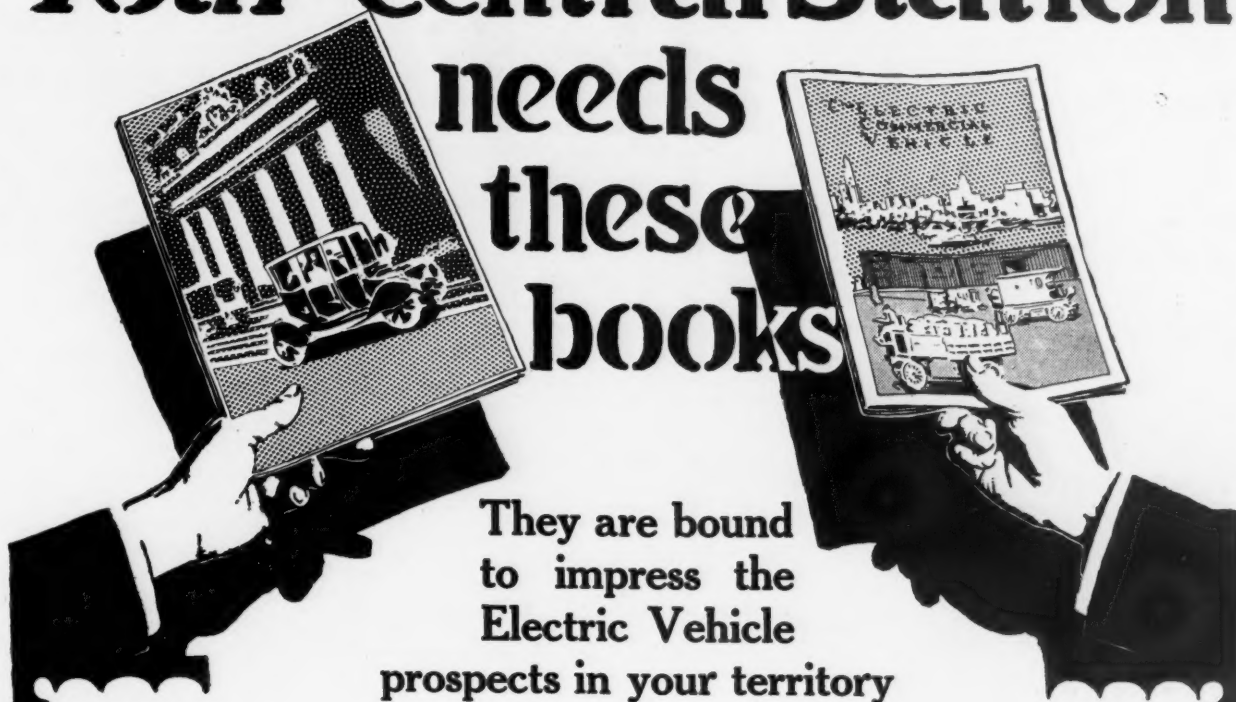
In cooperation with the New York Edison Company, the United States Government staged a number of interesting exhibits. There were represented, the Departments of Agriculture, Treasury, War, Navy, and Commerce; the Forest Service; the Isthmus Canal Commission; the Bureaus of the Census, Mines, Standards, Navigation, and the Reclamation Service. The State of New York and the Bureau for Municipal Research were also exhibitors. One of the most popular features was an electric farm on which cows were milked by electricity; chickens were hatched by electricity; and every other kind of farm work was done by motor-drive, from churning butter to cutting cattle-feed. Considerable attention was also focussed on the electric vehicle exhibit. A model garage, repair shop and battery room were leading displays, also an automobile track, where races for pleasure vehicles were held daily. A bakery, operated entirely by electricity, was another very interesting exhibit.

Cooperative Plan for Chicago Central Station and Contractors

The Commonwealth Edison Company of Chicago has made an agreement with the Electrical Contractors' Association and the Faraday Association, both of that city, whereby the members of these bodies will receive in advance the money on approved contracts for wiring existing buildings or apartment houses to be supplied with central-station energy. The central station will make arrangements with its customers by which the payment of the bills for electrical work will be spread over a term of two years. Contracts for wiring new buildings or for installing additional apparatus in already wired buildings will both come under the above arrangement.

The Commonwealth Edison's cooperative plan seems all the more liberal when it is considered that it maintains a large construction department of its own.

Your Central Station needs these books



UNDoubtedly you have Electric Vehicle prospects in your territory. You have worked on them—talked to them. Hasn't it frequently occurred to you that a concrete presentation of the merits of the Electric would be a big help to you?

Just suppose that at the close of your personal solicitation you could hand your prospect a beautifully printed booklet and say, "Here is the whole story". That is just what these two booklets—"The Story of the Electric Pleasure Vehicle" and "The Story of the Electric Truck"—will enable you to do.

These booklets have been prepared as part of the publicity work of the Association for the 1913-14 campaign. They are written with all the interest of a story, profusely illustrated in two colors with pictures of all types of Electrics in different settings—the covers of both booklets are poster effects in three colors by a well-known artist.

These booklets are bound to impress anyone who is considering the purchase of an Electric Vehicle—they will awaken interest in the Electric among those who do not know its merits. It is possible for you to secure a quantity of these booklets for work in your territory—at a nominal expense.

Here is a real chance to do something for the cause—for your own Central Station. Send for a sample of either one or both of the booklets—judge them on their merits; and we will give you full particulars of the cost and how to use them. Do this now—before you turn the page.



ELECTRIC VEHICLE ASSOCIATION OF AMERICA

Boston

124 West 42nd St., New York

Chicago

"Jumping on the Corporations"

(Concluded from page 310)

"human interest" for the newspapers. They have their hands outstretched for such copy.

The fact that you are loaning electric fans free to the sick poor is a good "human interest" story.

Get up articles on the appealing power of electric light.

If you have installed a pulmotor, advise

the paper, giving them a statement of the number of lives the device has saved in this country during the past year. This information is obtainable from the manufacturers' pamphlets.

The number of miles of copper wire and pole lines in your distribution system makes a newsy story. The number of candles that would have to be burned to give the city the equivalent amount of light it is now receiving is another good story. People will be astounded at the figures.

There are hundreds of stories about your business that will prove of interest to the readers of the papers if you will but give a little time now and then to advising the papers. They will be only too willing to run them. They want to cooperate, they want news for their readers, and if you don't furnish it, some political agitator will, so why not "beat 'em to it"?

The electric light companies are selling the greatest service in the world today, and at lower costs to the consumer than ever before. Though the cost of living has increased 27 per cent within the past twenty years, the cost of electric light has decreased 89 per cent in the same period. But how few persons realize it! Here is an extract from the report of the Massachusetts Commission on the Cost of Living to the governor of that state.

"The fact that the gas and electric companies have not assisted in boosting up prices and have not contributed to the increasing cost of living should be remembered. They stand unique among the corporations dealing with the people."

There are few people in this country who

know this. And why? Principally, because the utility managers have not seen fit to publish these facts broadcast.

The tremendous losses suffered by municipal plants, and municipal-plant service versus private-plant service, are good for a continuous run of newspaper articles. It is very easy to show truthfully how politics enter into the operation of publicly-owned central stations, how the taxpayers make up the losses, how business suffers, how the city's credit is jeopardized, and how the public suffers from poor service. It is the general result of almost all municipal plants. There are very few exceptions.

Invite the commercial organizations of your city, the newspapermen and the city "fathers," to inspect your power-plant. Show them all around, explaining the operation of the plant in as simple terms as possible. Be sure you have plenty of signs at the proper places. Impress upon your visitors that your Company is one of the principal developers of your city. Show them the reserve generators and equipment. Serve them with a lunch prepared with electrical appliances. All of this counts, and you will obtain some good publicity and derive great benefit from such expeditions.

There is still another kind of publicity that you should practice—publicity of financial affairs. Practically all corporations mail annual statements to their stockholders, and to the financial editors of newspapers, trade magazines, etc., but very few of them come out with man-to-man paid articles in the news columns of the papers. When the financial editors do make mention of the earnings, expenses and other items, the write-up is generally hidden away in the financial columns so that one is apt to lose his eyesight looking for the "squib." When it is found, the report is seldom fully explained and is meaningless except to those interested in such investments.

Real educational matter should be carried in the newspapers in paid advertising space at least once a month. In these articles, explain to the public the ruling elements of your business. Give them to understand that you want to be fair with the public and that you expect fair treatment in return. Keep your campaign of enlightenment going without let-up. Don't run a few articles, then quit, saying "well, it's over," and sit back thinking that you have vaccinated your company against all danger of infection. Reinforce your newspaper publicity with booklets and direct-by-mail advertising of strong personality.

The educational matter should be prepared by firms of educational publicity experts. Advertising is a business and it should be handled in a business-like manner, not by anyone from the stoker to the president of the company. Your results will be greater if you obtain the services of a publicity expert, but if you cannot afford to go as far as that, engage one of the local newspaper reporters to act as your advertising agent under your direction.

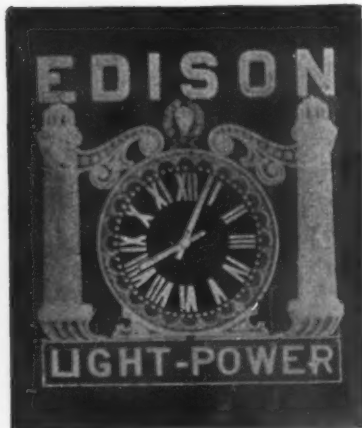
One of the great errors in publicity work is delay in beginning the campaign. Some managers will say—"We don't need educational publicity matter; we're not in trouble." This is a fatal mistake.

To sum up, the newspaper is the weapon the politicians use to attack the "joy riding" corporations; the newspaper is the medium through which the merchants talk to customers; than why isn't it the best medium for educating the public to the real purposes of a progressive, clean living utility corporation asking only for a fair return and a fair valuation?

Persistent publicity is what counts.

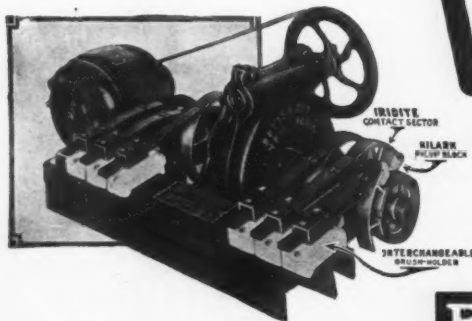
BETTS "Elektrik Klocks"

are being installed everywhere



They use current. Keep time.

A permanent attraction. A necessary advertisement.



IRIDITE

Contacts with Kilark Picup Blocks

(PATENTED)

Found only in

BETTS FLASHERS

IRIDITE replaces the old brass and copper contacts. Being almost as hard as steel and a perfect conductor, arcing is materially reduced. The life of the contact is lengthened 100 per cent.

BUY RESULTS—NOT TROUBLE

There is only one

COLOR CAP

Patented 1905-1912

It is not classed with the poor substitutes. It was the first and nine years of severe test has proven its superiority. It snaps on—you can't break lamp tips with it.

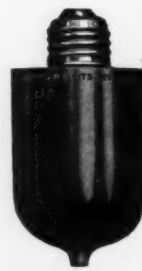
BETTS & BETTS CORPORATION

Largest Manufacturers of Sign Accessories in the World
254 West 55th Street, New York, U. S. A.

(On the Subway)



Style A



Style B

Annual Gathering of the Jovians

The eleventh annual congress of the Jovians was held at the Hotel Astor, New York City, October 14 to 16, inclusive. Reigning Jupiter Frank E. Watts delivered the address of welcome in place of Mayor Kline of New York City, who was unable to attend because of the pressure of municipal business. Mr. Watts traced the rapid growth of the order, and urged that the eleventh convention should distinguish itself for hard work rather than mere pleasure-seeking.

J. Robert Crouse presented the report of the Association of Past Jupiters, and Mercury E. C. Bennett of St. Louis, a report that covered the present activities of the Order, together with ideas and suggestions for improving Jovian efficiency. Mr. Crouse showed that the past Jupiters' fund amounted to \$4,000, all of which had been donated voluntarily by members of the Jovian order. This money will be utilized as follows: During the first ten years, neither principal nor interest is to be expended for any purpose; during the second ten years, 10 per cent of the interest will be used for such purposes as the past Jupiters, acting for the Jovian order, decide; during the third ten years, 20 per cent of the interest will be utilized, this progressive plan of expenditure being followed out until three-quarters of the earnings of the investments are being used, at which time no further increase in the amount of the interest expended will be made. Of the present funds, 50 per cent is invested in gilt-edged securities, 25 per cent in stocks, 15 per cent in more speculative ventures, while 10 per cent is held as a cash reserve. All of the investments are confined to the stocks and bonds of the largest manufacturing and central station companies in the electrical industry.

Mr. Bennett, in his address, showed how Jovian activities were stimulated by the tour of Reigning Jupiter Watts across the continent and Mr. Bennett's own trips to various sections of the country. The addition of 3,535 new members during the administration of Jupiter Watts and other significant items in the rapid and healthy growth of the order were noted. In the way of suggestions, Mr. Bennett recommended that the social function of the order should be jealously guarded. However, although the commercial function of the order should not be allowed to dominate the social function, yet a commercial division kept in its proper place, would help greatly the growth and prosperity of the organization. Mr. Bennett therefore suggested a separate, authorized branch, which would make use of local organizations, both to stimulate such organizations and to help the commercial advancement of every man in the electrical industry. Mr. Bennett offered his services to the order as manager of the commercial division. He will prepare a plan whereby the section can be made self-supporting. The Committee on the Secretary's address reported favorably on Mr. Bennett's suggestions, and recommended that the new plan should be immediately adopted.

Other features of the convention were the recommendation of Statesman-at-large P. L. Lewis, that students of recognized institutions of learning who are studying electrical engineering, and who intend to engage in the electrical or some allied industry after graduation, should be admitted to the order on a decreased or postponed initiation; a second recommendation that a committee of good fellowship, made up of the reigning Mercury and secretary of the past Jupiters'

Association be appointed; and the following addresses by men prominent in the electrical and other fields: H. L. Doherty, President of the Society for Electrical Development, on the cooperative work which the Jovian Order is doing in connection with the Society; Charles L. Eidlitz of New York on "The Truth, the Whole Truth and Nothing but the Truth;" Dr. Lee Galloway of the New York University School of Commerce, on "Disorganized Distribution." J. H. Collins, a frequent contributor to the *Saturday Evening Post*, also spoke.

The following officers were elected:

Jupiter, W. N. Matthews, St. Louis; Neptune, M. F. Knapp, Pittsburgh; Pluto, T. H. Bibber, New York; Vulcan, A. H. Halloran, San Francisco; Avrenim, Louis V. Noqueira, Dallas, Tex.; Hercules, George C. Rough, Toronto, Canada; Mars, E. A. Wilcox, Boise, Idaho; Apollo, George C. Richards, Chicago; Mercury, E. C. Bennett, St. Louis, and Triton, M. H. Jones, Baltimore. Jupiter is the president of the order, while Mercury is the secretary in charge of the central office.

The customary Jovian genius for entertainment displayed itself throughout the Convention. The various degree teams held a competition in the work of "Rejuvenation," or initiation of candidates, team honors going to the New York team, and individual honors to Thomas Bibber for his impersonation of Pluto. At the annual rejuvenation of the order, 183 candidates were elected to membership, and a combined smoker, supper and vaudeville entertainment provided by the New York Edison Company in the Grand Central Palace, where the New York Electrical Show was being held. The annual banquet was held at the Hotel Astor. A number of entertainments were also pro-

vided for the ladies. One of the most conspicuous fun-makers at the Rejuvenation, was a souvenir distributed by Betts & Betts of New York. When its purpose and possibilities were discovered, it succeeded in pretty generally distributing itself. It consisted of a real chicken feather with an equally real cockle-bur attached, and the feathers dyed in various colors. When it was thrown it traveled with great velocity directly to the mark, which was either the back or the shoulder or the necktie of the nearest Jovian who chanced to be travelling in the same direction.



Making a Central Station Ally of the Merchant

By C. S. EMMERT,

Commercial Department, Colorado Springs (Col.)
Light, Heat and Power Company

We have made our local merchants a big factor in the introduction and sale of electrical appliances in Colorado Springs. One of our plumbers has taken the local agency for an electric washer. By cooperating with us, he has been able to place about fifteen of these washers in the homes of our customers each month. I am at present helping a furniture dealer to place a home refrigeration plant, selling at \$250, in his window. I expect to sell the first one for him, and he will do the rest. Our hardware stores are all showing a line of first-class "light-rate" consuming goods. A little judicious boosting, tact and persistence is about all that is needed to establish these highly desirable merchant agencies.

A BIG CHRISTMAS SELLER IS THE THOR ELECTRIC Home Laundry Machine

For it is one of the most useful Holiday Appliances—a steady current consumer that is built to work and **does work** on every wash day.

No other appliance gives the consumer more solid, permanent satisfaction or more quickly paves the way to complete electric service.

You can sell the "Thor" singly, or in a special group of Christmas appliances.

Note the **economy and efficiency** of the "Thor." It washes clothes spotlessly clean, saves 60% of wear on materials, and about 90% of the housewife's strength and tidiness.

We'll place the "Thor" in the home of any responsible party for

15 DAYS' FREE TRIAL

This liberal offer, and our **DEFERRED PAYMENT PROPOSITION** will greatly facilitate your Christmas Trade. Write for particulars and prices.



Equipped with two-roll reversible wringer

HURLEY MACHINE COMPANY

CHICAGO, 520 West Monroe St.
LOS ANGELES, 3rd and Main Sts.

NEW YORK, 1015 Flatiron Building
SAN FRANCISCO, 523 Mission St.

TORONTO, Atlantic and Liberty Sts.

Hobbies and Washing Machines

A Few Interesting Statistics that Carry a Message.

A most inspiring piece of evidence comes out in some statistics recently published by the Hurley Machine Company of Chicago, manufacturers of the Thor Electric Home Laundry Machine. It is the statement that there are now no less than 65,000 of these machines in use, and the facts behind it combine to throw the spotlight squarely on the truly remarkable development of this market.

Naturally the central station man is entitled to as many healthful hobbies as any other man, and it is in no way surprising that in one town we should find the sales-manager of the local lighting company enthusiastic for the vacuum cleaner and lukewarm on the subject of washing machines; whereas in the next city the record on washing machines is good, with no effort being made to sell suction sweepers, for any one of thirteen reasons. This is to be expected to a greater or less extent, for every man will play his favorite. But in the face of the following facts, how can any man question the practical and profitable market awaiting the washing machine, and to be realized as soon as he backs the appliance with a little red-blooded sales activity?

The sales history and statistics of the Hurley Machine Company covering the seven years and a fraction they have been manufacturing the "Thor" Electric Home Laundry Machines, show that, thanks to strong cooperative work on the part of both the central stations and manufacturers, the growth for this type of domestic appliance has been healthy and sure.

About 2,000 machines were sold during the first year of production, the sales doubling in the next two or three years, and the Hurley Company hopes to place 15,000 on the market during the current year. It is claimed that over 65,000 "Thors" are in use today.

The Hurley Machine Company sells 95 per cent of its laundry machines through central stations and electrical contractors, and of this amount 90 per cent are sold by central stations. Something like 2,500 central stations in the United States handle the Hurley output, there being nearly 2,000 central stations in which at least one official is using a "Thor" in his own home. Accordingly, only about 5 per cent of the company sales are made direct to the consumer, and these only in small towns where there are no dealers to push them. These figures bespeak very close and profitable cooperation from the central stations.

Only about one per cent of the Hurley production is sold on the installment plan, and thirty-seven different styles and sizes are offered for every class of consumer at prices ranging from \$30 to \$500.

Apropos of the above, this little news item is worth reading.

One of the live agents of the Hurley Machine Company in a college town, is using a novel method to acquaint housewives with the merits of the "Thor." He advertises that he will do any housewife's washing in her own home at so much per hour. He is in touch with a number of students working their way through college who are glad to earn a little extra money. When he gets a call, he sends a student with a "Thor" machine to the house. The student runs the washer and wringer, finishing the whole job, it is said, in one-third the time it takes by hand, then takes the machine away.

This novel advertising scheme not only

enables enterprising students to make some extra money, but the housewife sees the advantage of the washer and often orders one herself, and the dealer's sales increase.

The significance of all this increases manifold, when you consider that we have spoken of only one of the manufacturers who have been producing these machines, these many years. There are several other makers whose output is large, and who can in all probability produce similar figures covering years of development and a wide range of

experience. Isn't this pretty incontestable evidence that the central station that is not boosting for the washing machine, is overlooking an opportunity too good to ignore?

G. R. Purvis

George R. Purvis, formerly manager of the appliance department of the Union Electric Light & Power Company of St. Louis, Mo., has resigned to accept a position as special representative of the Hurley Machine Company of Chicago, Ill.

OUTDOOR ADVERTISING EVERYWHERE

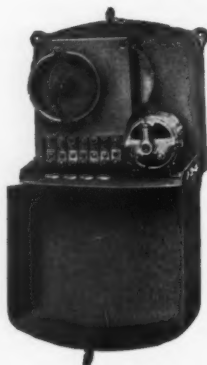
The O. J. Gude Co., N.Y.

Originators of Spectacular Electric Sign Advertising, and of the
"Great White Way," New York City

Owners of Electric Moving Sign U. S. Patent No. 648,677

The Flasher is the Vital Spark of the Electric Sign---the heart of every progressive merchant's electric message to the passing crowds

Put a RECO Flasher on every sign, and you fill your business streets with a glowing, appealing stream of Electric Advertising---Every sign alive with its own impulse to come, see and buy.



Reco Sign Flashers
Standard types and special designs. Many exclusive features of superiority.



Reco Lamp Hoods
Natural colored glass. All sizes, all colors. Stay on, securely held.

RECO Lamp Hoods add to every sign the final touches of color, beauty and distinctiveness.

REYNOLDS
ELECTRIC FLASHER MFG. CO.

Largest Manufacturers of Flashers in the World.

Also Manufacturers of Billboard Reflectors, Transformers, Time Clocks, Window Displays, Etc.

617-631 W. Jackson Blvd., Chicago

1123 Broadway, New York

Enter, the Tower Clock

The Newest Innovation in Electrical Outdoor Display

By W. E. BAYARD

Every year brings something new for the central station commercial man to add to the collection in his little bag o' tricks. Some years bring lots of things. But one of the most interesting and unique developments of the last twelve months is the entrance of the electrically impelled tower or big-sign clock as a practical and adaptable device to be fathered and furthered by the lighting company.

The idea of the big clock with the night-dial marked out in incandescent lamps is not new. There are a number of these, famous throughout the country, because they are

other mechanism at the clock dial, or any number of clock dials, and synchronizes the hands on the big outdoor clock with the hands of the master clock. The process consists in part of the operation of controlling solenoids behind the big dial, by means of a special flasher apparatus in circuit with the master clock.

However, this is not a technical description. The "Elektrik Klok" is a real time-keeper and works. It has been in service for the Boston Edison Co. for over a year. It has recently been installed in the tower of the celebrated Springfield, Mass., Municipal group, shown in the accompanying picture. It works. And it offers an opportunity to the central station.

The new "Klok" costs, in round numbers, something less than one-third as much as the



"Elektrik Klok" installed in the tower of the celebrated Springfield, Mass., municipal group

mammoth eye-compelling advertisements that are made notable through their own positive influence on the popular attention and interest. Everybody wants to know what time it is. There is a personal service in the clock dial that secures a friendly recognition to a degree beyond the reach of any other type of sign. Therefore the combination of the big clock face and the keen, shining message of some advertisement seems to offer a remarkable scope and strength.

There have been comparatively very few of these big clocks up to now, because of mechanical limitations and cost. Dependence on regular clock-works for control, with metal rods and gears for transmitting the rotation from mechanism to hands, seriously limited the application. It is necessary to house the controlling mechanism close to the dial, and yet provide for space enough to give full play to a long and cumbersome swinging pendulum. It runs into very large money and therefore big clocks have remained few and seldom.

And now enter the electric clock, which, by the way, was devised and is manufactured by Betts and Betts, of New York, and they call it the "Elektrik Klok." And this does not mean a clock dial but actually a new type of time-keeping mechanism, impelled by electricity. It consists of a regular standard master clock, self-regulating in the regular way, but equipped with electrical mechanism that operates upon

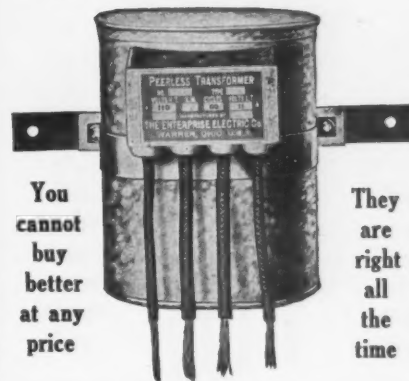
corresponding mechanical equipment required to operate a big tower or sign-display clock. The bigger the clock, the smaller the comparative cost of the electric method. That means that the clock dial has become a practical and dependable feature for use in large advertising displays. It means that every large clock can be a larger clock and have an electrically lighted dial and hands. And right there is where the clock becomes of interest to the central station.

There are a large variety of special applications of this "Elektrik Klok" mechanism that will perform many interesting stunts that seem to suggest new chances for the central station commercial man; but here is the important point. The clock is now available for use as a business-getter and a current consumer. What can you do with it in your town?

Signal Honor for E. N. Hurley

A signal honor has fallen to E. N. Hurley of Chicago, president of the Hurley Machine Company. The Secretary of the Treasury, W. A. McAdoo, offered him the position of Comptroller of the Currency, which of course is an important position in the United States Treasury Department. Secretary McAdoo decided that the berth should go to an Illinois man, and Mr. Hurley was picked as the best man for the position. Mr. Hurley was obliged to decline the honor because of business interests which he could not lay aside without too great sacrifice.

Sign Transformers



You cannot buy better at any price

They are right all the time

No SIGN TRANSFORMER will give you better service or more satisfied customers than

PEERLESS

THE ENTERPRISE ELECTRIC CO.
WARREN, OHIO



"American Beauty"
Electric Iron
The Best
By Ironing Board
Test

GUARANTEED FOR
ALL TIME

American Electrical Heater Company

1335 WOODWARD AVE.
DETROIT MICHIGAN U.S.A.
OLDEST AND LARGEST MAKERS



New "White Ways" for Fall River, Mass., and Dixon, Ill.

Fall River, Mass., and Dixon, Ill., have just installed "White Ways," the installation in each instance being the result of energetical work on the part of the merchants and the central stations' sales departments. The property owners also took a hand in Dixon.

The Fall River lighting system consists of an original installation of ninety-six 6.6-amp. inverted magnetite arc lamps, with more to follow. It was installed by the Fall River Electric Light Company as the result of a vigorous campaign conducted by the merchants' association. The Dixon lighting system consists of forty inverted luminous arcs, set 100 feet apart on steel trolley posts, eighteen feet above the street level. It was installed by the Illinois Northern Utilities Company.

The story of the Fall River installation is as follows: The lighting company, as its first step, installed eight specimen lamps last winter, and operated them for several months, thereby giving an excellent demonstration of the efficiency of the type. A. H. Kimball, General Manager of the Fall River Electric Light Company, had already broached the subject of a local White Way about a year before the actual installation, taking a committee of citizens, councilmen and merchants to New Haven, Conn., to inspect the inverted magnetites in operation there. Fall River has the peculiar conditions of a mill town in an acute form, since the population consists of over 85,000 foreigners and only about 25,000 Americans. And this American population is of the ultra-conservative New England type. These facts and the additional fact that the city treasury was in a somewhat depleted condition, made Mr. Kimball's task anything but easy at first, and he received but little encouragement. However, he persisted, and although the local Board of Trade would take no action on the project, the younger body—The Merchants' Association—did begin early in the present year to push it vigorously. The C. W. Lee Company, of New York, which handles the publicity and advertising of the Fall River central station, eventually won the support of the local newspaper editors by demonstrating the advantages to be gained by the community.

Despite further opposition on the part of the smaller merchants in districts not included in the proposed White Way, and vigorous fighting by their representatives in the Common Council, subscriptions to the amount of \$12,000 were secured, the central station agreeing to furnish the service at a price of thirty cents per night for lamps burning from dusk to midnight, and the city and the Merchants' Association to share the operating cost, the merchants paying one-third and the city two-thirds. The opening of the new "White Way" was attended by one of the greatest civic celebrations in the history of the city. The ceremonies included a banquet attended by 300 guests, speeches by the Mayor and other prominent citizens, and a parade. The banquet hall was illuminated by about 150 miniature lamps, models of the new street installation. It was pointed out at the banquet that the new "White Way" would not increase taxation over five cents per \$1,000.

In Dixon, the cost of the installation was paid for by the merchants and property owners, the city paying for the lighting at the rate of \$47.00 a year for each light burning from dusk until 11 o'clock on every night except Saturday, when it will burn until 12 o'clock. The merchants were so well

pleased with the first forty lights that subscriptions were raised for twenty-seven additional lamps the second day after the installation. On the whole, it is a remarkable

"White Way," and speeches were made by the mayors of three cities.

Dixon is headquarters for the Illinois Northern Utilities Company, which operates



The local central station and the young merchants fought shoulder to shoulder to bring this street lighting installation to Dixon, Ill.

showing for a town of scarcely more than 7,000 population and which is now paying \$1.50 per capita for street lighting. Hundreds of people attended the opening of the

in 4,500 square miles of territory in Northern Illinois. Charles B. Yonts, General Contract Agent of the company, was in charge of the campaign.

Packard

Here we are with our latest design. Several new features embodied in this new transformer.

Four additional oil circulating channels are provided for the rapid dissipation of heat generated in the interior of core and coils.

This is an exclusive feature with Packard Transformers and makes it possible to operate them under more severe conditions and higher overloads than any other make.

Write for new bulletins.

THE PACKARD ELECTRIC CO.,
342 Dana Ave., Warren, O.



Another Flexlume installation which proves that the small merchant needn't go electric-signless because he can't afford a big lamp-letter sign.

Nothing cheap about Flexlumes—a perfect day and night sign you can sell to trade you've never reached before. Write

THE FLEXLUME SIGN COMPANY, Buffalo, N. Y.

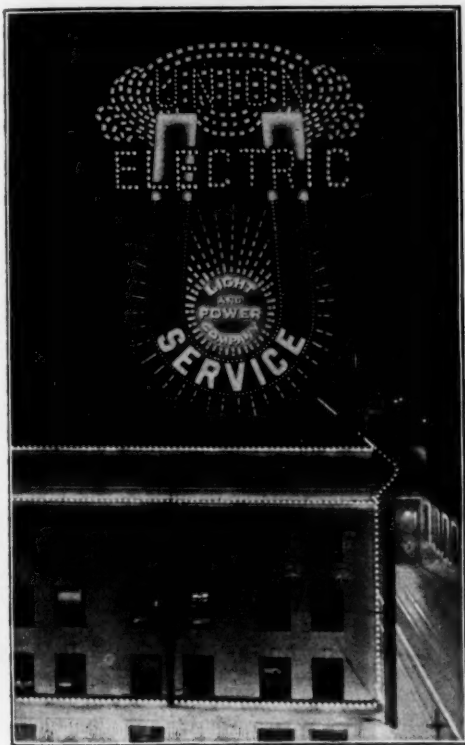
746 First National Bank Bldg.,
Chicago, Ill.

St. Catharines, Ont.

1112 West Sixteenth Street
Los Angeles, Cal.

A Symbolical Central Station Sign in St. Louis.

The Union Electric Light and Power Company of St. Louis has just installed a large electric-sign facsimile of its trademark on the roof of the Company building. The trademark is symbolical of electric light and power, and consists of a large magnet resting on the sun. The magnet typifies power, the sun, light and heat, while the dots between and outside the poles of the magnet represent electric energy. The word "Service" also appears in this electrical trademark, thus completing the true central station idea that the public not only must be furnished with electrical energy, heat, light and power, but with service as well.



The new trademark sign of the St. Louis central station shows a large magnet resting on the sun. Thus it symbolizes electric light, heat and power

From the base of the magnet to the uppermost of the dots outside the poles, the sign measures seventy-five feet; the width between poles is seven feet, and the letters in the words, "Union Electric," are seven feet high. There are 1,500 lamps used in this sign, aggregating more than 16,000 candle-power.

The operation of the sign is as follows: first, the letters, "Union Electric," appear; then the magnet lights up, then the dots, the idea being to give the impression of rapid movement between the poles of the magnet. The words "Light and Power" quickly follow, with the rays of the sun radiating from them, and finally the word, "Service," appears, disappears, and reappears. Then the whole operation repeats.

Strictly speaking, the Union Electric Company's sign does not rest on the roof of the building. Because of its great weight, it was necessary to found the steel frame on the structural parts of the building and continue the sign upward from this foundation. The sign was built and erected by the Brilliant Sign Company of St. Louis. The Reynolds Electric Flasher Manufacturing Company of Chicago furnished the flasher, which is of very intricate design.

Just Plowin' and Plantin' and Sweatin'---and no Fer- tilizer---is Poor Farming and Gets Poor Crops---

And just hustlin' and callin' and talkin' ---and no fertilizer---is poor selling and gets weak returns

The Central Station needs fertilizer—YOU need fertilizer to keep constantly boosting Electric Home Comforts to *all* your prospects and customers.

You need some continuous, consistent, cumulative influence that will keep your people thinking and talking about Electricity and what it will do for them.

You need something to describe and explain and talk away prejudice before the salesman calls, so he can spend his time selling instead of just arguing.

You need something to bring the women to your display room.

YOU NEED

Electric Service

It is a personal monthly message—a booklet—printed in your own name—your own ads. Lots of pictures. Short articles, verses and recipes. A 2-color cover.

**The best Central Station fertilizer ever devised.
Many leading companies are using it---and it pays.**

Write for a set of back issues.

The Rae Company

PUBLISHERS

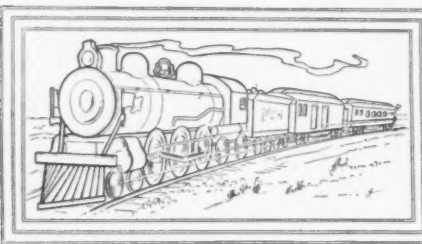
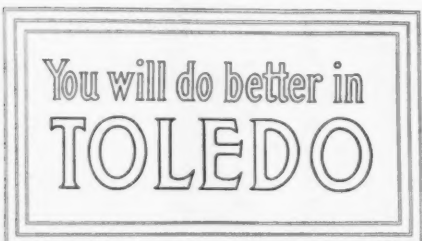
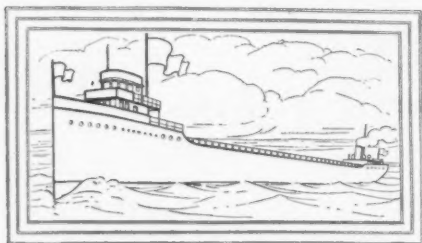
17 Madison Ave.,

New York City

New Slogan Sign for Toledo

A remarkable civic slogan sign for Toledo, Ohio, is now being built by the Valentine Electric Sign Company of Atlantic City, N. J. The sign proper is seventy-eight feet by forty feet. The entire display contains about 7,000 lamps.

But size is not the only remarkable feature of the Toledo sign, for it pictorially represents some of the manufacturing and



This striking civic slogan sign is now being built for the City of Toledo.

industrial advantages of this thriving Ohio city. The sign is a triple overlay. First an engine with a train of cars comes on, and covers the entire area of the sign. Starting from at rest, the train gradually works up to full speed, then disappears, to be replaced by a lake freight steamer with smoke belching from its funnels, and the water pouring off its bows. As this display goes off, the words of the slogan, "You Will Do Better in Toledo," appear in letters ranging from five to eighteen feet, enclosed in a tri-colored, traveling border.

The Valentine Company has designed and built a number of interesting electric sign displays, in Toledo, cooperating with the Toledo Railways & Light Company. These include the central station's own sign, which carries the slogan, "Do It Electrically," and the new and very attractive outlining installation over the company's office.

A Valuable Message to Farmers

The General Electric Company has just issued a large bulletin entitled "Electricity on the Farm," which is one of the most interesting and thorough presentations of this subject yet put upon paper. It is particularly appealing because the facts, the figures and the photographs were plainly dug up right out of the soil by men who know the farmer's life.

After a brief introduction regarding the power of modern machinery to save labor and raise both the quantity and quality of farm production, "Electricity on the Farm" devotes two chapters to "Electric Lighting

on the Farm," and "Electricity in the Farm Home." The importance of a safe, clean, convenient illuminant on the farm is pointed out, and the consequent value of electric lighting in farm house, stable, and barn. A list of fifty uses for electricity in the farm home is shown, and several appliances and their uses effectively pictured.

"Electric Drive" is the theme of several succeeding chapters—"Electric Drive for the Dairy, for Barn and Field Machinery, for the Farm Work Shop." Real farm people are pictured on bonafide farms—utilizing motor drive for milking the cows, separating the cream, churning the butter, making ice, cutting green rye for ensilage, grinding feed and sawing wood, shredding and husking, harvesting, hoisting hay, mixing concrete, shelling and grinding corn, cleaning cattle and splitting wood.

Final chapters take up the use of the motor truck and electric passenger vehicle on the farm, and the need of supplying water for irrigation purposes by means of electric power. Pictures of irrigation pumping plants in use are shown, while several pages are devoted to comparative costs of gasoline and electric outfits for irrigation. There is also considerable educational matter devoted to wells, storage reservoirs, methods of applying water, methods of irrigation in arid regions and in humid regions, and other like topics, and several tables of statistics of value to the modern scientific farmer. "How to Get Electricity" is the theme of the closing chapters. The farmer is urged to use the local electric lighting plant as the most practical and economical method of securing electricity for farm use, and isolated generating plants only when central station current cannot be obtained.

H. F. Bowser

H. F. Bowser, who for the past five years has been manager of the New York office of the Tungstolier Works of the General Electric Company, has opened an office at No. 489 Fifth Avenue, New York City, as a lighting specialist and purchasing agent of lighting equipment.



Newspaper Articles Versus Bill Complaints

By C. S. EMMERT,
Commercial Department, Colorado Springs (Col.)
Light, Heat and Power Company

One way to nip many complaints regarding increased lighting bills in the bud is to run at least one newspaper article which will show that such increases are due to perfectly just and natural causes, and not to a faulty meter.

We have worked this scheme to good advantage in Colorado Springs this Fall. Our article was put up in chatty, readable style, and gave the common reasons why lighting bills rise "unconsciously" at this time of year—forgetting to put the lights out at night; old and worn-out lamps; more "open-house" and entertaining than usual; shorter days and longer nights. We laid the figures before the reader, showing how the various increases come about in actual dollars and cents.

The annual grist of lighting bill complaints is one of the most trying problems of every central station. The above is one effective way to check many of these grievances before they have a chance to get started.



An Effective Follow-up for a Sign Ad

By A. R. GIBBONS,
Advertising Manager, Federal Sign System
(Electric), Chicago, Ill.

One of our most effective methods of opening a sign campaign in a "new" town is to hook up local newspaper advertising and salesmanship in this fashion.

The morning after we have run our first advertisement in the local press, our salesman calls on a number of merchants with the morning paper in his hand, and asks them if they have read our ad. Commonly, the merchant will answer that he has not read it, which gives our man the necessary introduction and chance to talk electric signs.

It is pointed out to the merchant that if he has not read our newspaper ad that morning, so have many other people failed to read his ad, but that no passer-by can very well overlook an electric sign burning over the front of the merchant's store—all his own. Of course, such an argument does not explain away the value of newspaper advertising, but it does give the prospect a picture of the far-reaching power of the electric sign, and very often leads to a sale.

DOUBLE HOLIDAY LIGHT AND LIFE FOR OBSCURE CORNERS

BENJAMIN TWO-LIGHT PLUG CLUSTER

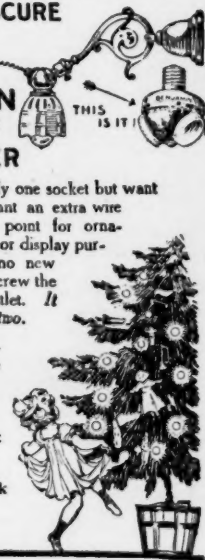
If you have only one socket but want more light, or want an extra wire at some distant point for ornamental, decorative, or display purposes, you need no new equipment—just screw the plug into the outlet. It does the work of two.

Simple as can be—
Equally Inexpensive

For Sale by all
Electrical Dealers

Benjamin Electric
Mfg. Co.

Chicago New York
San Francisco



POSITIONS OR MEN WANTED

The rate for "Positions or Men Wanted" advertisements of forty words or less is one dollar an insertion; additional words, one cent each; payable in advance. Remittances and copy should reach this office not later than the 15th of each month for the next succeeding issue. Replies may be sent in care of Electrical Merchandise, 17 Madison Avenue, New York City.

WANTED by Electric Sign Manufacturing Co.—Live, hustling salesman to travel west and south. One who can design preferred. Wonderful opportunity for man who can make good. In reply give full particulars as to experience, age, territory covered and class of work sold. Address S. W., Electrical Merchandise.

WANTED by Electric Sign Manufacturing Co.—First-class designer to fill first-class position, do first-class work and receive first-class salary. Give particulars in reply. Address D. W., Electrical Merchandise.

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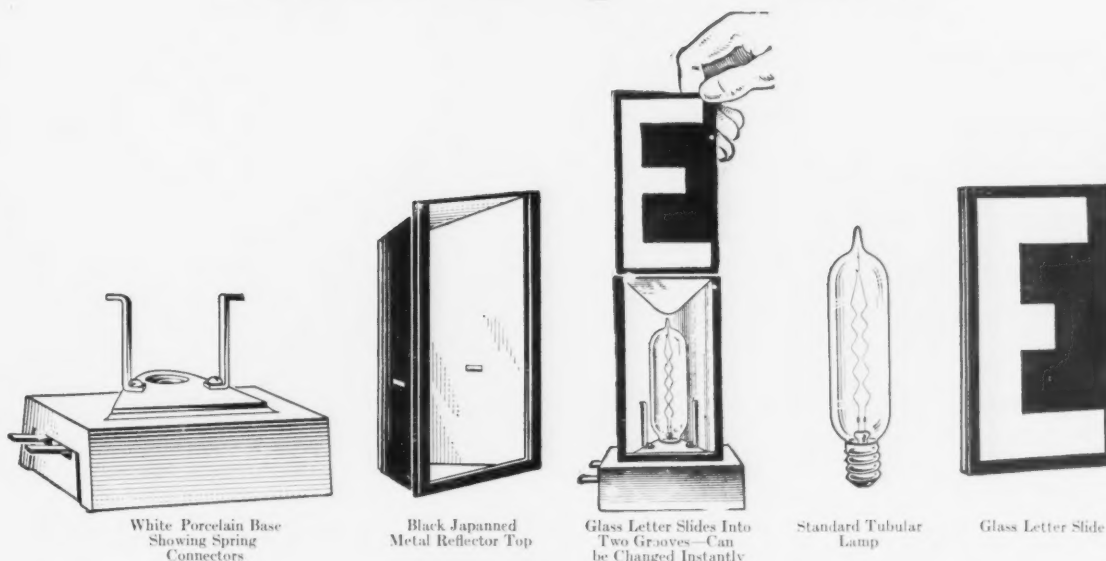
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Patterson Electric Window Signs

SECTIONAL-UNIT TYPE

These Simple Units



Make Up

SIGNS

Reading ANYTHING Your Customer Wants to Advertise!

Here are a few of the advantages over other Window Signs:

- (a) With but a few units, the merchant can change the reading of the sign daily or weekly, to say just what he wants to; and all that's needed is a few extra glass-fronts which cost very little and last for years, for they can be cleaned with a brush and soap and water anytime.
- (b) Just as good a day-sign as could be made—for in the day time it's clean and artistic—resting anywhere on the floor of the window or on shelf, or hanging from the ceiling.
- (c) Clearly legible in a window without being dazzling to the eye.

Order One Today---Sell From That.

Write to

Stanley & Patterson,

23 Murray Street,

New York



16 Signs in St. Joseph, Mo.

We sold them during the hottest summer this hustling city has known for years, when business was supposedly as dead as a dodo.

Several other St. Joseph merchants will buy signs in the near future.

H. C. Porter, the Local New-Business Manager, was the Prime Mover in the St. Joseph Sign Campaign, and others helped, but---

The co-operation of Valentine--His distinctive signs and fair prices were absolutely vital in making the business sure

The hot weather is gone---the season is ideal for selling signs.

Every kind of town responds to Valentine and his Sign Plant.

No matter what the local conditions, Your Town can be a Sign Town. It only needs Your Own Sales Energy, and Our Cooperation.

Write Today.

Valentine Electric Sign Company,
Atlantic City, New Jersey